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Automotive News

January 18, 1982

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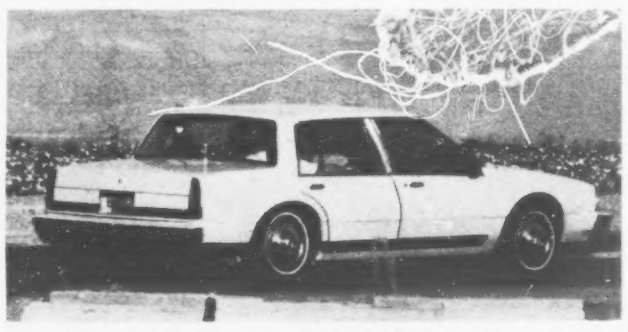
Smaller Olds 98

C-ing is believing

A sneak preview of the 1984 full-size Oldsmobile — a member of a smaller C-car series—shows family resemblance to the 1982 A and J-cars. This front-wheel-drive Ninety-Eight will be built on a wheelbase of about 107.5 inches and should be 1,000 pounds lighter and two feet shorter than its 1982 counterpart. Buick and Cadillac should produce similar versions, and all are expected to cost nearly $20,000.



breaking news

No GM S-car for U. S.; P-car on hold

WASHINGTON. — The S-car is out of the U. S. picture at General Motors but the P-car continues to hang on. "The S-car ran into some financial difficulties so it is not really a 'go' project by any stretch of the imagination," said Michael F. Juras, Chevrolet chief engineer in charge of small vehicle programs and advanced engineering activities. "I'd have to say the P-car is on hold," he said. "There is a lot of desire on the part of Pontiac and a lot of people at the corporation to go forward with that as soon as we see some money free and clear."

Jeep buyers to get rebates up to $1,000

SOUTHFIELD, Mich.—American Motors has announced a bonus of up to $1,000 for consumers who purchase 1981 or 1982 Jeep CJ, Scrambler or pickup truck models. The program runs until March 31, 1982. The Jeep CJ-5 gets a $400 cash bonus, while $500 is tagged for the CJ-7 or Scrambler, $600 for pickup trucks and $1,000 for CJ Limited models. Cherokee and Wagoneer are not included.

Nissan to buy wheels from Rockwell

CARSON, Calif. — Nissan U.S.A. has signed a contract with Rockwell International Corp. to buy up to an estimated $10.5 million in aluminum wheels during the next two years. It is believed to be the largest agreement ever reached be-

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Year opens with 107-day new-car supply

Inventory is highest ever

By Richard A. Wright
Assistant Managing Editor

The auto industry's inventory of North American-built new cars climbed to its highest point in history Jan. 1, opening the year with a 107-day supply.

This compared with an 83-day stockpile on Dec. 1 and a year-opening 80-day supply in 1981. It was the first time ever that the days-supply figure for the whole industry topped 100.

The domestic new-car inventory totaled 1,471,053 on Jan. 1, which was actually down from 1,489,712 a month earlier. The bloated days-supply figure was the result of the continuing downward spiral in sales. A year ago, the domestic stockpile totaled 1,448,450 on Jan. 1.

All of the corporate makers except Volkswagen of America opened the new year with heavier days' supplies than they had a month earlier, although Chrysler recorded only a modest increase. In terms of unit count, Ford Motor Co., Chrysler Corp. and VWoA trimmed their stocks.

• General Motors' inventory grew from a 77-day supply Dec. 1 to a 107-day stockpile Jan. 1. GM had particularly heavy stocks of its J-car lines. The newly introduced A-body lines were also in heavy supply, although they had not really been on the market long enough to establish solid sales rates.

Ford Motor Co. opened 1982 with a 113-day supply, up from an 89-day stock a month earlier. Following the general industry pattern, Ford was heaviest in small cars, lightest in big ones.

Chrysler Corp. had a 104-day supply Jan. 1, up only slightly from its 103-day stock a month earlier. Chrysler's sales rate held up much better than GM's or Ford's in December.

American Motors had a 97-day supply Jan. 1, up from 76 days a month earlier, while Volkswagen's stock of U. S.-built Rabbits stood at 83 days, down from 94 days Dec. 1. VWoA's unit count was down and it was the only maker to boost its sales rate in December.

The Jan. 1 domestic inventory was divided this way: GM, 61.13 percent; Ford Motor Co., 21.41 percent; Chrysler Corp., 13.09 percent; VWoA, 2.40 percent, and AMC, 1.97 percent.

A month earlier, the domestic inventory was divided as follows: GM, 58.24 percent; Ford Motor Co., 24.31 percent; Chrysler Corp., 12.96 percent; VWoA, 2.48 percent, and AMC, 2.01 percent.

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By size class, the industry had a burdensome 149-day supply of subcompacts, up from 107 days a month earlier, compared with a relatively lean 66-day supply of standards, up slightly from 63 days. A number of standard-size cars have gone out of production, but sales of the remaining entries appear to be healthier than in the smaller sizes.

The industry also had a heavy stock of compacts, good for 106½ days on Jan. 1, up from 73 days Dec. 1. Intermediates were in 120½-day supply as the year

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GM, UAW to trade cuts in prices for benefit concessions

By Marjorie Sorge
Labor Editor

DETROIT. — In an unprecedented move, General Motors has agreed to lower its U. S. car and truck prices "penny for penny" on any cost savings generated by UAW concessions in a new contract.

UAW President Douglas A. Fraser said, "Obviously, we are hopeful and confident that the lower prices will generate a significant amount of sales and result in the return to work of many of the 124,000 laid-off General Motors workers."

He said the price reductions must be "significantly meaningful and long enough in duration" so that they generate sales.

GM also agreed to in effect open its books to an independent CPA who would make sure all the cost savings were passed on to the consumer.

Also, Fraser has indicated that the contract currently in force will kick back in before the expiration of the agreement being negotiated.

There are also agreements between the UAW and GM to provide protection against outsourcing with greater job security; equality of sacrifice by all non-UAW groups at GM including Chairman Roger B. Smith and possibly its stockholders, and flexibility on the duration of the revised agreement. The union's right to demand job guarantees hinges on the company's ability to lower the prices of cars.

The price cuts would hold throughout the length of the new agreement, and GM and the UAW are remaining "flexible" on what that length might be.

Since no concessions have yet been agreed upon, a dollar figure cannot be placed on the price cut, but a Detroit analyst advised that it must be significant.

"If they're going to reduce prices, they'd better do it right," he said, "and I mean at least $1,000 per car. With anything less than that, the program will fall flat on its face.

"A cut of $300 or $400 may be good for advertising and promotion purposes, but it won't help sales. Today's domestic cars are way beyond the reach of the average buyer. If you're going to cut prices, dammit, **cut prices!"**

Any GM price cut will be retroactive to midnight, Jan. 12.

• Smith said the cuts would not necessarily be across the board but would be spread among the car lines as the market dictated. Fraser also said the agreement

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Excitement looms, he tells Automotive News

Edsel discusses Fords of the future

By Al Fleming
Industry Editor

"There've been a lot of rumors," the sandy-haired young auto executive admitted, "so maybe this is the time to say that SVO (Special Vehicle Operations) is in fact doing a higher-performance Mustang and Capri for 1983."

Not that Edsel B. Ford II, seated at a conference table in his office on the 37th floor of the Renaissance Center's 300 Tower in Detroit, was anxious to mention Capri, a Lincoln-Mercury Division product.

For the 33-year-old son of former Ford Motor Co. Chairman Henry Ford II owes his loyalty to Ford Division, where he is marketing plans manager. But he is caught up in the glitter of vehicle product planning, where one tends to create a single-minded life of automotive tomorrowland.

"When I speak about product," it's from Ford Division's standpoint," he made clear. "Not Lincoln-Mercury or the corporation."

The 1983 bomb of a Mustang (and Capri) is being developed by an SVO group headed by Michael Kranefuss, hauled from Europe into Dearborn a year or so ago to regenerate the U. S. operation's racing instinct.

Since Kranefuss's arrival, Ford Motor Co. has struck up a heavy involvement with NASCAR (National Stock Car Racing Assn.) to the point of

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509,133 delivered; GM is leader

Sales of diesel autos climb 30 pct. in 1981

By Jim Plegue
Staff Writer

American consumers, who generally snubbed new cars last year, took a different attitude toward the automobile when it had a diesel engine under the hood.

Domestic and import makers sold 509,133 diesel-powered cars during the 1981 calendar year, a hefty 30.54-percent increase from the 399,306 diesel cars sold during 1980. In 1979, makers sold 277,817 diesel automobiles.

As has been the case for several years, diesel-car sales have bucked the nation's overall car sales trends. Sales of domestic new cars last year hit a 20-year low and slipped 5.65 percent from sales during 1980. Import sales were down 2.92 percent last year, too.

But sales of diesel-powered cars have continued to post year-to-year gains, hitting the half-million mark last year, and indications from the auto makers points to a similar — if not larger — increase during 1982.

General Motors remained the diesel powerhouse, selling 301,488 diesel-powered cars last year, a sizeable 36.17-percent boost from the 221,394 sold during 1980. GM's market share jumped 3.77 percentage points—from 55.45 percent in 1980 to 59.22 percent in 1981.

GM may capture even more of the diesel market this year behind expanded use of the Oldsmobile-built 5.7-liter (350-CID) V-8 diesel and introduction of the all-new Olds-built 4.3-liter (263-CID) V-6 offered in the corporation's new front-drive A-body cars.

Oldsmobile was GM's leading division, selling 151,667 diesel cars last year, a 19.56-percent increase from 126,853 during 1980. But Oldsmobile's market share actually dropped nearly two percentage points, a result of increased import competition, as well as huge increases by Buick, Pontiac and Chevrolet.

• Cadillac was the only loser among GM divisions. Diesel sales were off 3.86-percent last year and market share fell by 2.57 percentage points. A Cadillac spokesman said many Cadillac buyers opted for the company's V-8-6-4 gasoline engine in lieu of diesel power early in the calendar year.

Buick, Pontiac and Chevrolet expanded diesel-engine availability last year to cover the majority of their car lines. As a result, Buick diesel sales increased 145.72 percent, Pontiac sales were up 60.42 percent and Chevrolet sales jumped 128.09 percent.

In addition to the Olds-built diesel engines, Chevrolet also offers an Isuzu-built 1.8-liter diesel engine as an option in Chevette. A Chevrolet spokesman said the division has the capacity to build 150,000 diesel-powered cars during 1982.

GM's increase was at the expense of Volkswagen of America. Combined Volkswagen-Audi diesel car sales nudged ahead slightly last year, but VWoA surrendered 6.57 percentage points of market share to increased competition. VW-Audi penetration dropped from 31.12 percent in 1980 to 24.55 percent in 1981.

Volkswagen diesel car sales were up 2 percent last year. In addition, VWoA sold 26,180 diesel pickup trucks, up from 14,511 during 1980. But Audi diesel sales took a 19.92-percent nosedive in 1981.

• Audi may recoup those losses this year with new turbocharged diesel 4000 and 5000 models which debut this summer. The company has targeted sales of 8,300 diesel 5000 models, the majority of which will be turbos, and another 10,000 Audi 4000s, diesel and turbocharged diesels combined.

Mercedes-Benz sold 49,354 diesel cars last year, up 25.70 percent from the 39,262 sold during 1980. Diesel models accounted for 78.3 percent of total Mercedes sales of 63,059 units. The company expects to sell more than 50,000 diesel cars in the U. S. this year.

Peugeot sales of 14,340 diesel cars last year represented a 40.15-percent boost from the 10,232 sold during 1980. Peugeot has forecast diesel sales of about 16,000 units in the U. S. during 1982.

Newcomers Datsun and Isuzu combined to grab 3.34 percent of the diesel market in 1981. Isuzu, which began selling in the U. S. early last year, sold 10,368 diesel-powered I-Mark models. A spokesman said diesel sales could account for 80 percent of an anticipated 18,000 sales this year.

Datsun entered the diesel market last June with the introduction of a diesel-powered Maxima model. The company sold 6,610 diesel Maximas last year and has forecast sales of up to 14,000 diesel Maximas for 1982.

Volvo was unable to certify a 1981-model diesel car for the U. S. market and, subsequently, recorded a large drop in sales. A spokesman said that Volvo should sell about 6,500 diesel-powered cars this year.

Toyota, Datsun, VW offer new incentives

By Joseph Bohn
Marketing Editor

Datsun, Toyota and Volkswagen have launched new incentive contests.

The Toyota contest, called "Breaking Away," runs from Dec. 23 to April 1. It is a dealer trip contest, with 175 trips being awarded.

Dealers compete among themselves for high over objective in three groups, based on their size. Objectives are based on all new trucks.

Group one can win trips to Sydney and Melbourne, Australia.

Group two wins a Vancouver/Alaskan cruise.

Group three wins a trip to the island of Maui.

There is a fast start from Dec. 23 to Feb. 1. The dealership that attains its fast-start objectives receives two additional percentage points toward its objective at the end of the contest.

A second fast start runs from Dec. 23 to March 1. A dealership that achieves this fast-start objective receives one additional point toward its total objective.

There are two tie breakers. One is based on total car/truck sales; the other on total Celica sales, including Supra.

Datsun has a new "Full Throttle '82" contest running Jan. 8 to March 31. It is a dealer trip contest, but dealers have the option of taking merchandise instead.

The contest is based on total '81-'82 new vehicles, including cars and trucks.

• Dealers must purchase "full throttle" certificates, one for each unit in their objectives. The certificates cost $10 apiece. But dealers have the opportunity to receive a 25 or 50 percent refund on the certificates' cost by achieving certain bonus objectives.

Dealers are also required to set up an in-house incentive for sales people to get into the contest.

Essentially, the contest places dealers in two groups. Larger dealers compete in an open-ended competition against sales ob-

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57th year — No. 4898

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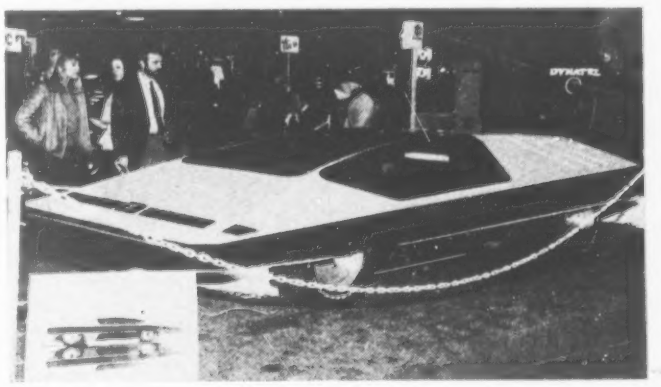
Sales of diesel-powered new cars in the U. S.

	1981 Sales	Percent Share of Market	1980 Sales	Percent Share of Market
Cadillac	40,241	7.91	41,860	10.48
Buick	48,627	9.55	19,790	4.96
Pontiac	33,353	6.55	20,791	5.21
Chevrolet	27,600	5.42	12,100	3.03
Oldsmobile	151,667	29.79	126,853	31.77
General Motors Total	301,488	59.22	221,394	55.45
Volkswagen	118,585	23.29	116,225	29.11
Audi	6,434	1.26	8,035	2.01
VW-Audi Total	125,019	24.55	124,260	31.12
Mercedes-Benz	49,354	9.69	39,262	9.83
Peugeot	14,340	2.82	10,232	2.56
Volvo	1,954	0.38	4,158	1.04
Datsun	6,610	1.30	.....	.....
Isuzu	10,368	2.04	.....	.....
TOTAL	509,133	.....	399,306	.....

At Los Angeles Show

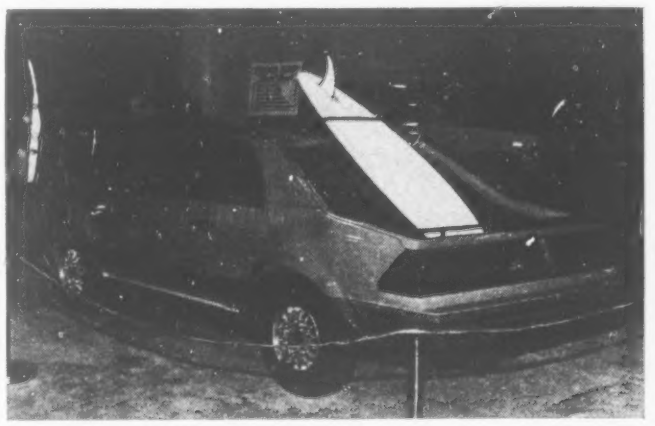
Looks like the real thing

The Gullwing, a replica of the Mercedes-Benz 300-SL roadster, is built by West Coast Auto Sales, Inc., Gardena, Calif. The fiberglass-bodied car is built on a custom-made chassis. Engine is a Chrysler 225-CID "slant six." Price is $50,000. Two or three will be built per month.



Porsche-powered Concordia II

The Concordia II, a design car from Bernard Beaujardin of Montreal, was one of the more unique autos at the Greater Los Angeles Auto Show, Jan. 2-10. Powered by a Porsche 914-6 engine, the car is of fiberglass/steel construction and features digital instrumentation and secondary gauges and controls that slide out of sight into the dashboard.



Ford's concept 'Sport Truck'

Ford Motor Co. showed its Ford EXP "Sport Truck" concept vehicle at the Los Angeles show. The concept vehicle has a maximum cargo capacity of 600 pounds. The Los Angeles show, covering 350,000 square feet, was the largest ever for that city. Attendance figures also set records.

For Sentra, the 210 replacement

Nissan seeks diesel waiver

WASHINGTON. — Nissan is asking the EPA for a waiver from 1983 and 1984 oxides of nitrogen standards so it can bring in a new 1.8-liter four-cylinder diesel to power its replacement for the aging Datsun 210. The new car, known as the Sunny in Japan, is scheduled to arrive here early in 1983. It will be called Nissan Sentra.

Should the EPG give its approval — and there is every indication it will — the dieselized Sentra could prove a worthy competitor in the high-mileage contest that has until recently, been nearly the sole domain of Volkswagen.

Although slightly larger and heavier than the Rabbit, the

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Mack honors Econodyne's originator

Alvin M. Fischer, left, product engineering vice president, Mack Trucks, Inc., presents a plaque displaying the Econodyne engine logo to Edward G. Bulpitt, senior project engineer—powertrain engineering at Mack's Powertrain Division, Hagerstown, Md. He suggested the name which characterizes the performance of the Charge-Air fuel-efficient diesels introduced in 1981.

IH dealers to market 3 IVECO light diesels

BLUE BELL, Pa. — Some International truck dealers will retail diesel-powered IVECO light trucks in the U. S. and Canada under a marketing agreement between IVECO Trucks of North America, Inc., and International Harvester.

Initially, International will offer three models to be designated the I-Series. With the exception of identification, the trucks will be identical to the Z-Series vehicles introduced by ITONA a year ago and marketed through its U. S. dealer body.

"These vehicles," said J. Patrick Kaine, president, IH Truck Group, "will complement the company's medium and heavy trucks and will provide major new sales opportunities in the emerging Class 2, 3 and 4 segments of the fuel-sensitive North American truck market."

Gross vehicle weights of the three models range from 9,995 to 14,880 pounds. Kaine said most of the trucks handled by International dealers will be marketed with van bodies.

Vocations served by these vehicles include wholesale and retail businesses such as furniture stores, florists, utilities, contractors, food distributors, leasing companies and package carriers, Kaine said.

"Our competition has neither the fuel-efficient diesels nor the space-saving low-front-entry designs in this weight range," he added.

• The I-1054 model is powered by a five-cylinder, air-cooled Deutz diesel, while a six-cylinder, water-cooled Fiat diesel is available in the I-1154 and the heavier I-1254 models.

The I-1054 and I-1154 models will be available in IH outlets as early as March, Kaine said, with the I-1254 scheduled for shipment later in the year.

The I-Series trucks will carry IH identification and model numbers in addition to the IVECO nameplate, similar to the marketing approach used by Chevrolet and GMC in the U. S. market, according to James R. Bostic, ITONA president and a

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truck personnel

Sting and Zalokar are promoted at Mack

Mack Trucks, Inc., has announced the election of **Robert W. Sting** as executive vice president-international operations, and **Robert F. Zalokar** as senior vice president-product and engineering.

Sting joined Mack in 1978 as area vice president-Far East, Middle East and Africa. Previously he was truck-marketing services director at Chrysler International in London. Prior to his promotion, he was vice president-international operations for Mack.

Zalokar has been with Mack since 1959, starting as a research engineer for the Powertrain Division, and prior to his promotion was product-development vice president. He is co-inventor of the Mack air-suspension system for cabs.

R. W. Sting

R. F. Zalokar

Freightliner names Keilbach Senior V-P

Peter Keilbach, former manager of corporate planning for

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truck industry news

2.25 million deliveries off 9.3 pct. from previous year

Sales drop in '81 smaller than '80

By Jack Walsh
Truck Editor

For the third straight year, retail sales of new trucks of all types in the U. S. in 1981 dropped below the year-earlier mark. The rate of decline, however, was under 10 percent for the first time since 1979.

During the year, according to preliminary reports, franchised dealers and factory outlets retailed 2,255,869 units, a decline of 9.3 percent below the 2,487,236 sold in 1980.

Sales also were down in all three market segments, with light trucks hurting the least. Compact-pickup deliveries rallied in the second half and ended the year slightly higher than the year-earlier totals, providing the only bright spot in an otherwise dismal year.

The non-captive imported compacts — Datsun, Toyota, Mazda and Isuzu—scored significant gains, overcoming the higher prices caused by the increased import duty with a much more aggressive marketing effort.

Sales of the captive imports—Chevrolet LUV, Ford Courier, Dodge Ram 50 and Plymouth Arrow — were down substantially in 1981 from the previous year, losing most of their ground in the final six months of the year.

Compact-pickup sales over the 12-month span totaled 523,619 units, an increase of 3.5 percent over the previous year's 506,410. There were three new domestic entries in this market segment during the year — the Jeep Scrambler, the Chevrolet S-10 and the GMC S-15.

The Scrambler, based on the Jeep CJ chassis, was introduc-

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ed in April and 7,815 units were sold through December. The S-10 and S-15 made their debut in November, and dealers sold 15,473 of the former and 2,314 of the latter.

Retailers of the non-captive compacts sold 279,584 vehicles during the year, an increase of 11.1 percent over the year-earlier 251,669 units. Sales of the captives were off 19.4 percent, from 228,878 in 1980 to 184,554 in 1981.

Light-truck sales during the year totaled 2,026,228 units, a decline of 8.5 percent from the previous year's 2,215,211. Mediums were down 19 percent, from 96,319 in 1980 to 77,975. Sales of

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Truck calendar

Feb. 21-24—Truck Renting & Leasing Assn., fourth annual convention, Canyon Hotel, Palm Springs, Calif.

March 10-13 — National Truck Equipment Assn., 18th annual convention, Louisiana Superdome, New Orleans.

March 10-13 — International Trucking Show (West), George Moscone Convention Center, San Francisco.

April 3-6 — NADA American Truck Dealers Division, 19th annual convention & exposition, Marriott Hotel, New Orleans.

May 19-21 — International Trucking Show (East), Dallas Convention Center, Dallas.

Aug. 10-15—28th annual Midwest Manufactured Housing and Recreational Vehicle Show, Notre Dame University, South Bend, Ind.

Sept. 20-23—Assn. of Diesel Specialists, convention & exhibition, Caesars Palace, Las Vegas.

Oct. 10-13—Recreation Vehicle Dealers Assn. of North America, annual convention, Marriott Hotel, Nashville.

Oct. 17-20 — American Trucking Assns., annual convention, Hotel Bonaventure, Los Angeles.

Oct. 31-Nov. 2 — TRUCKCAN 1982, International Center, Toronto.

Nov. 8-12—SAE National Truck Meeting, Indianapolis Hilton, Indianapolis.

Nov. 30-Dec. 3 — 20th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

truck watch

By JACK WALSH

Compacts have vital '82 role

Compact pickup trucks built in the U. S. will play a major role in a rebound in light-truck sales in 1982, and very likely will be the determining factor in whether Ford will be the retail sales leader for a sixth consecutive year.

Thus far, the General Motors S-trucks, the Chevrolet S-10 and the GMC S-15, and the Omni/Horizon-based Dodge Rampage, are the only new domestic compacts on the market. The S-trucks are off to a record start. It's too early to measure the Rampage impact since it has been available only since Jan. 4.

The Volkswagen Rabbit compact, offered with both gasoline and diesel power, has done extremely well since its introduction late in 1979. In 1981, VW dealers sold 33,879 units, an increase of almost 33 percent over the previous year's 25,532.

The S-trucks were introduced officially early in November, and at year's end sales totaled 17,787 units—15,473 S-10s and 2,314 S-15s. Chevrolet expects to sell 225,000 units in the 1982 model year and GMC's target is 45,000.

Ford's all-new domestic compact, the Ranger, goes into production today (Jan. 18) in Louisville, with public introduction slated for March. The company is hoping to sell 300,000 of them in the truck's first full year on the market.

• Chevrolet outsold Ford in the last two months of 1981 and is counting on the S-10, plus its all-new 6.2-liter light-truck diesel, to keep the momentum rolling throughout the year and to enable Chevrolet to dethrone Ford.

The Ranger is one of the reasons that Ford is confident that it will repeat as the industry's No. 1 truck retailer in 1982.

"The drivetrain options and derivatives we will add to the Ranger line over the next year will assure us a healthy share of the growing personal-use/sport-truck compact market the Japanese have had largely to themselves," said Louis E. Lataif, Ford Division general manager, at a press conference at which Ford's 1981 sales results were announced.

"Ranger will appeal to both types of buyers," he added. "But its success as a personal-use vehicle is particularly important because a strong return of these buyers—who fueled the tremen-

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Reading's Ready-Cap

Reading Body Works, Inc., Reading, Pa., has introduced the Ready-Cap, a new all-steel pickup cargo bed. It is designed for easy installation on conventional and compact pickup trucks.

But 9.3 pct. decline is better than 1980's drop

Year's truck sales dip to 2.25 million

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the heavies totaled 151,666, a decline of 13.7 percent from the year-earlier 175,706.

Sales of new trucks of all types in the final month of 1981 dropped 12.7 percent below the count for December, 1980. During the month, dealers retailed an estimated 150,215 units, compared with 171,992 a year earlier.

Heading into the new year, retailers had fewer unsold trucks in stock than on Jan. 1, 1981. The total this year was 559,334 units, a decline of 2.6 percent from the previous year's 574,045.

There were 503,410 light trucks in inventory on Jan. 1, off 0.8 percent from last year's 507,694 units. Mediums were down 17.6 percent, from 22,117 in 1981 to 18,234, and heavies totaled 37,690, a decline of 14.8 percent from the year-ago 44,234.

• Big Three truck dealers retailed 1,150,649 units in 1981, a decline of 11.8 percent from the year-earlier 1,984,612. December sales were off 21.1 percent, from 139,382 units in 1980 to 108,910.

Ford was No. 1 in truck sales in 1981 for the fifth straight year and the seventh time in the last 10 years. Its dealers sold 716,849 vehicles during the year, compared with 675,628 for Chevrolet.

Ford's 12-month total was down 9.8 percent from the previous year's 794,520 units. Included were 63,925 Courier sales, a drop of 17.2 percent from the 77,375 units retailed in 1980.

Chevrolet's 1981 count was off 10.7 percent from the year-earlier 756,491, and the total included 61,724 LUV sales, a decline of 30 percent from the previous year's 88,447.

In December, Chevrolet truck sales topped Ford's for the second consecutive month, 42,347 versus 38,570. The Chevy total was off 25.2 percent from the year-earlier 56,637, and the Ford count was down 32.6 percent from the 57,252 units retailed in 1980.

• Chevrolet dealers sold only 1,696 LUV pickups in the final month of 1981, almost 65 percent below the year-earlier 4,940. Ford Courier sales were down 16.4 percent, from 4,626 in 1980 to 3,869 units.

Chrysler Corp. and GMC Truck & Coach Division were the only Big Three truck producers to report sales gains for December. Twelve-month totals for both, however, dropped below the comparable 1980 results.

In December, Dodge and Plymouth dealers retailed 15,292 light trucks, a gain of 9.8 percent over the previous year's 13,933. During the month, 1,907 Dodge Ram 50 compact pickups were sold, down 8.6 percent from the year-earlier 2,086. Sales of the Plymouth Arrow pickup were off 30 percent, from 779 units in 1980 to 546.

For the year, Dodge/Plymouth sales were down 25.3 percent from the 1980 count, 186,621 versus 249,766. Ram 50 sales in 1981 totaled 25,174, off 43.6 percent from the previous year's 44,640 units. The Plymouth count was down 52.6 percent, from 18,416 in 1980 to 8,728.

GMC dealers retailed 12,701 vehicles in the final month, an increase of 9.9 percent over the year-earlier 11,560. The 12-month total was off 6.7 percent, from 183,835 in 1980 to 171,551 units.

• Sale of Jeep four-wheel-drive trucks in 1981 dropped 18.7 percent below the year-earlier level, 63,275 versus 77,852. December sales totaled 4,636 units, a decline of 16.6 percent from the year-earlier 5,561.

Volkswagen of America reported gains in Rabbit pickup sales for both the month and calendar year. During the month, 2,833 units were retailed, up 35.1 percent from the previous year's 2,097. The 12-month total of 33,879 units was 32.7 percent greater than the year-earlier 25,532.

Mercedes-Benz Truck Co. said its dealers sold 482 medium and light-heavy trucks in December, its best month ever, and an increase of 7.7 percent over the year-earlier 350. The 12-month count was 4,054 units, three higher than the previous year's 4,051.

December and calendar-year increases were reported by three of the four independent Japanese truck distributors in the U. S.

Toyota dealers retailed 11,624 vehicles during the month, an increase of 47.5 percent over the year-earlier 7,879. The full year's total of 137,490 units was 4.4 percent higher than the 131,648 reported for 1980.

Datsun's December sales were 71.6 percent higher than the previous year, 10,424 versus 6,074. The 1981 total was 115,334, an increase of 3.7 percent over the year-earlier 111,246 units.

Mazda dealers sold 898 trucks in the final month of the year, a gain of 59 percent over the year-earlier 565. The 12-month total of 16,801 units was 91.5 percent higher than the 8,775 retailed in 1980.

December sales of Isuzu pickups totaled 1,184, bringing the calendar-year count to 9,959 units. Distribution of these vehicles in the U. S. did not start until late in the second quarter of 1981.

Big Three December, Calendar Year truck sales

	December 1981	December 1980	Calendar Year 1981	Calendar Year 1980
Ford				
Vans	7,059	7,817	108,568	104,254
Club Wagon	1,731	1,632	24,669	24,783
Courier	3,869	4,626	63,925	77,375
Bronco	2,863	3,310	35,680	40,065
Conventional Pickups	18,855	36,076	432,134	479,926
Mediums	3,244	2,979	42,087	54,120
Heavies	949	812	96,696	13,997
Chevrolet				
Vans	4,336	6,077	86,727	88,342
Sportvan	757	1,205	13,576	16,943
LUV	1,696	4,940	61,724	88,447
El Camino	1,528	2,960	33,086	41,305
Blazer	1,341	2,124	21,399	27,093
Suburban	984	1,990	19,518	21,282
Conventional Pickups	23,672	35,287	403,487	440,918
Mediums	809	2,054	20,638	32,161
Heavies	7,224	.....	15,473	.....
Chrysler				
Vans	4,032	3,529	49,639	67,085
Voyager	444	489	4,739	6,658
Ram Wagon	2,083	1,466	19,985	21,118
Arrow	546	779	8,728	18,416
Ram-50	1,907	2,086	25,174	44,640
Trail Duster	49	216	1,624	3,341
Ramcharger	498	575	5,209	7,590
Conventional Pickups	5,733	4,793	71,523	80,918
GMC				
Vans	1,725	1,191	22,982	21,007
Caballero	194	307	3,994	4,463
Jimmy	312	401	4,689	5,608
Suburban	248	286	4,349	4,210
Conventional Pickups	6,626	7,210	97,599	102,129
P models	132	173	3,454	3,612
Mediums	1,274	1,225	19,360	24,108
Heavies	885	767	12,810	18,698
Motor homes	1,305	.....	2,314	.....

truck watch

Continued from Page 16

dous growth in truck sales during the mid-'70s—will provide a good shot in the arm for overall truck sales."

Chevrolet and GMC also are counting on the personal-use buyer to spur sales of the S-trucks in the coming year.

But in the short time that these vehicles have been on the market, according to Jimmy Perkins, Chevrolet's assistant general sales manager, there has been no real sign that this type of buyer is ready to come back strong.

"We've found that most buyers to date are people who need a pickup in their line of work, but don't really need a vehicle as large as the conventional pickup," he said.

"The most popular S-10s are those with the 1,500-pound payload capability and the V-6 engine, both options," he said. "Quite a few have been sold with a trailer hitch, indicating that some people plan to use them to haul recreational vehicles as well as light commercial trailers."

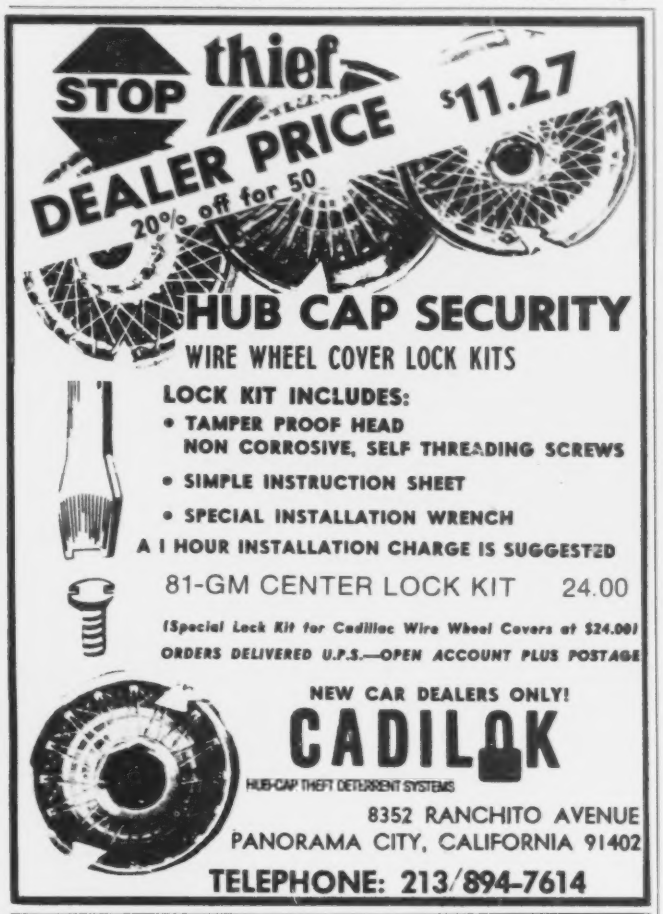
Reilly elected '82 chairman of auto info council

SOUTHFIELD, Mich.—J. Bernard Reilly has been elected 1982 chairman of the Automotive Information Council. Reilly is vice president of automotive marketing for Eaton Corp.

As AIC chairman, Reilly succeeds Dunbar Abston Jr., chairman of Parts, Inc.

Elected vice chairman of AIC was Lawrence J .Lombardo, executive vice president of sales and marketing for Firestone Tire & Rubber Co. Donald J. Whitlock, president of Whitlock Enterprises, was named AIC first vice chairman.

Other officers are Robert C. Calderone, vice president of aftermarket sales, Arvin Industries, treasurer, and Fred J. Pisciotta, vice president of APS, Inc., secretary.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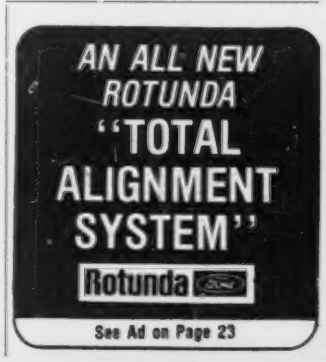

It continues as a top choice in Europe

Fiat launches third-generation 127

By Jan P. Norbye
Staff Correspondent

TURIN. — Third generation but not necessarily last, for regardless of the arrival of Fiat's slightly bigger and more modern Project Uno next year, the 127 remains an attractive offer in the low-priced end of the European family-car market.

Better than many rivals, it has managed to secure a strong place as the only car for low-budget households, and an equally favored position as the first choice of a second car in two-car families.

It can be expected to keep a big share of these clienteles after the Uno becomes available. The Uno is not planned as a direct replacement for the 127, and Fiat will produce the two side by side for as long as demand for the 127 continues at a sufficiently high level.

With the third-generation 127 in production, it is now less urgent for Fiat to complete the development and tooling for the Uno. Fiat is sensibly refusing to rush the car into production, and hints of a revised timetable for the Uno are being dropped.

• The 127 Mark III stands out as having been visibly rejuvenated for an extremely low investment. The main body structure is unaffected by the skin changes, as the modifications have been held mainly to bolt-on parts, such as the front and rear bumpers, grille assembly, hood and rear hatch. Two and four-door models are offered.

The 127 Diesel continues with the old design, since both the sedan and wagon are made in Brazil to 147 specifications. The Mark III is produced only at the Mirafiori plant.

As the Mark III goes on sale, Fiat will produce its 5-millionth 127 since this series made its debut in the spring of 1971. This figure breaks down to 3,193,236 cars built in Italy, 1,243,469 by SEAT in Spain, and 565,076 units in Brazil.

In addition, Fiat has built 84,575 Fiorino vans at Mirafiori, using the 127 as a base—totally for the chassis and from the front bumper to the B-post for the body shell.

The new body parts for the Mark III are lightweight. For instance, the grille is made of plastic resin, the bumpers are polypropylene mouldings, while the hood and rear hatch remain pressed-steel (and glass).

The 127 range has been split into three trim levels—Super, Special and Sport, each with its own interior design and new, specific instrumentation.

Engine availability includes the faithful old pushrod-OHV 903-cc engine inherited from the 850, the SOHC 1,050-cc made in Brazil, and a larger version of the latter with 1,301-cc displacement.

The latter is used only for the 127 Sport in combination with a new five-speed transmission. The five-speed gearbox is also standard with the 1,050-cc engine. On all models, the transmission now has a two-rod shift control giving quicker and more precise shifts. The fifth (overdrive) speed, along with revised carburetion and improved aerodynamics, helps the 127 make new gains in fuel economy.

Due to the new bumper and hatch designs, the drag coefficient has been brought down to a competitive 0.44 (0.42 for the 127 Sport). Gasoline mileage at a steady 56 MPH ranges between 38.5 and 42.7 MPG, according to power train.

Fiat 127 is upgraded

With a simple, low-cost facelift and new interiors, Fiat has moved the 127 slightly up-market and away from any overlapping with the Panda. The 127 is available in three trim levels: Super, Special and Sport. It is not available in the U. S.

Model breakdown
Auction Averages

	January To Date	December	November
1982	$6,997		
1981	6,886	$6,424	$6,689
1980	5,348	5,363	5,454
1979	4,495	4,321	4,657
1978	3,521	3,475	3,782
1977	2,982	2,590	2,733
1976	2,692	2,026	2,099
1975	1,642	1,361	1,562
Overall Average	$5,028	$4,117	$4,315

Walser gets Peugeot

MINNEAPOLIS. — Walser Buick, Inc., has added Peugeot to its lineup. Robert J. Walser heads the dealership.

Used car sales
Auction Averages

January to date	$5,028
Month ago	$4,049
Year ago	$4,180

Metro Auto Auction celebrates big

Metro Auto Auction of Kansas City celebrated its seventh anniversary by opening a new five-acre customer parking lot and staging the largest sale in its history: 1,682 cars consigned, 1,024 cars sold, followed the next day by a Ford factory sale in which all 300 cars offered were sold. Refreshments and prizes added to the festivities. Metro subsequently has had two holiday parties to stimulate business and thank its customers.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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27.88 pct. for October

Import registrations dip, but share climbs

By Jenny L. King
Staff Writer

Registrations of new imported cars climbed in market penetration in October compared with their standings both in September, 1981, and October, 1980, according to figures compiled by R. L. Polk & Co.

October import registrations reached 182,410, or 27.88 percent of the total. Imports accounted for 27.45 percent of the September total and 26.25 percent of the October, 1980, market.

In actual numbers, the October figure of 182,410 was down 6.98 percent from the year-earlier 196,107. It also was down from September by a margin of 12.90 percent. There were 209,430 new import registrations that month.

Greatest import penetration in the first 10 months of 1981 was 30.58 percent in May.

Registrations for the first 10 months of the year were 2,078,171, down 0.78 percent from 2,094,566 in 1980. Imports accounted for 28.79 percent of all U. S. new-car registrations for the 10-month period, up slightly from 28.61 percent the preceding year.

Datsun succeeded Toyota as top import in October. Its share of the import segment was up 1.42 percentage points, to 20.53 from 19.11. Toyota captured 19.64 percent, down 0.48 percentage points from 20.12 percent. Third-place Honda was down 0.59 percentage points and fourth-place Volkswagen slipped 0.02 percentage points.

Mazda, Subaru, Volvo, Mercedes-Benz, Audi and BMW increased their shares of the October market compared with year-ago standings.

The top 10 imports accounted for 88.32 percent of registrations in October, up from 87.96 percent a year earlier.

Japanese nameplates captured 74.18 percent of October import registrations, up from 71.39 percent in 1980. Japanese year-to-date penetration was 75.22 percent, up from 74.17 percent.

German-built imports were responsible for 17.98 percent of the import total, down from 20.27 percent in October, 1980. The German year-to-date slice was 17.40 percent, down from 18.62 percent.

IMPORT REGISTRATIONS SHARES IN U. S.

	OCTOBER					TEN MONTHS				
	Regis., Oct., 1981	Percent Share of Market	Regis., Oct., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 10 mos., 1981	Percent Share of Market	Regis., 10 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Datsun	37,441	20.53	37,478	19.11	+ 1.42	490,647	23.61	480,215	22.92	+ 0.69
Toyota	35,830	19.64	39,455	20.12	− 0.48	383,797	18.47	436,056	20.82	− 2.35
Honda	25,520	13.99	28,596	14.58	− 0.59	315,304	15.17	292,138	13.95	+ 1.22
VW	19,323	10.59	20,795	10.61	− 0.02	198,094	9.53	215,889	10.31	− 0.78
Mazda	13,067	7.16	13,711	6.99	+ 0.17	146,832	7.07	128,556	6.14	+ 0.93
Subaru	12,539	6.87	12,596	6.42	+ 0.45	120,377	5.79	104,110	4.97	+ 0.82
Volvo	5,184	2.84	5,330	2.72	+ 0.12	54,520	2.62	45,046	2.15	+ 0.47
Mercedes	4,507	2.47	4,688	2.39	+ 0.08	48,724	2.34	.....	.....	.....
Audi	4,047	2.22	3,953	2.02	+ 0.20	40,158	1.93	.....	.....	.....
BMW	3,657	2.01	.....	.....	.....	36,025	1.74	44,549	2.12	− 0.38
Fiesta	.....	.....	5,888	3.00	.....	.....	.....	57,961	2.77	.....
Others	21,295	11.68	23,617	12.04	− 0.36	243,693	11.73	241,255	11.52	+ 0.21
TOTAL	182,410		196,107			2,078,171		2,094,566		
Share of U. S. Total		27.88		26.25			28.79		28.61	

Registrations not available for Oklahoma.

Registrations by country of origin in October were:

	Oct., 1981	Oct., 1980
Japan	135,310	139,998
West Germany	32,798	39,753
Sweden	6,214	6,478
France	4,197	3,042
Italy	2,318	3,239
England	1,024	3,597
Ireland	549	.....

Registrations by country of origin for the first 10 months of 1981 were:

	10 mos., 1981	10 mos., 1980
Japan	1,563,244	1,553,497
West Germany	361,627	389,911
Sweden	65,847	55,790
France	37,568	30,009
Italy	32,564	37,286
England	16,086	28,065
Ireland	1,235	.....

Registrations of imported trucks in October totaled 41,896, down 3.16 percent from 43,265 a year earlier. Registrations of imported trucks in October were:

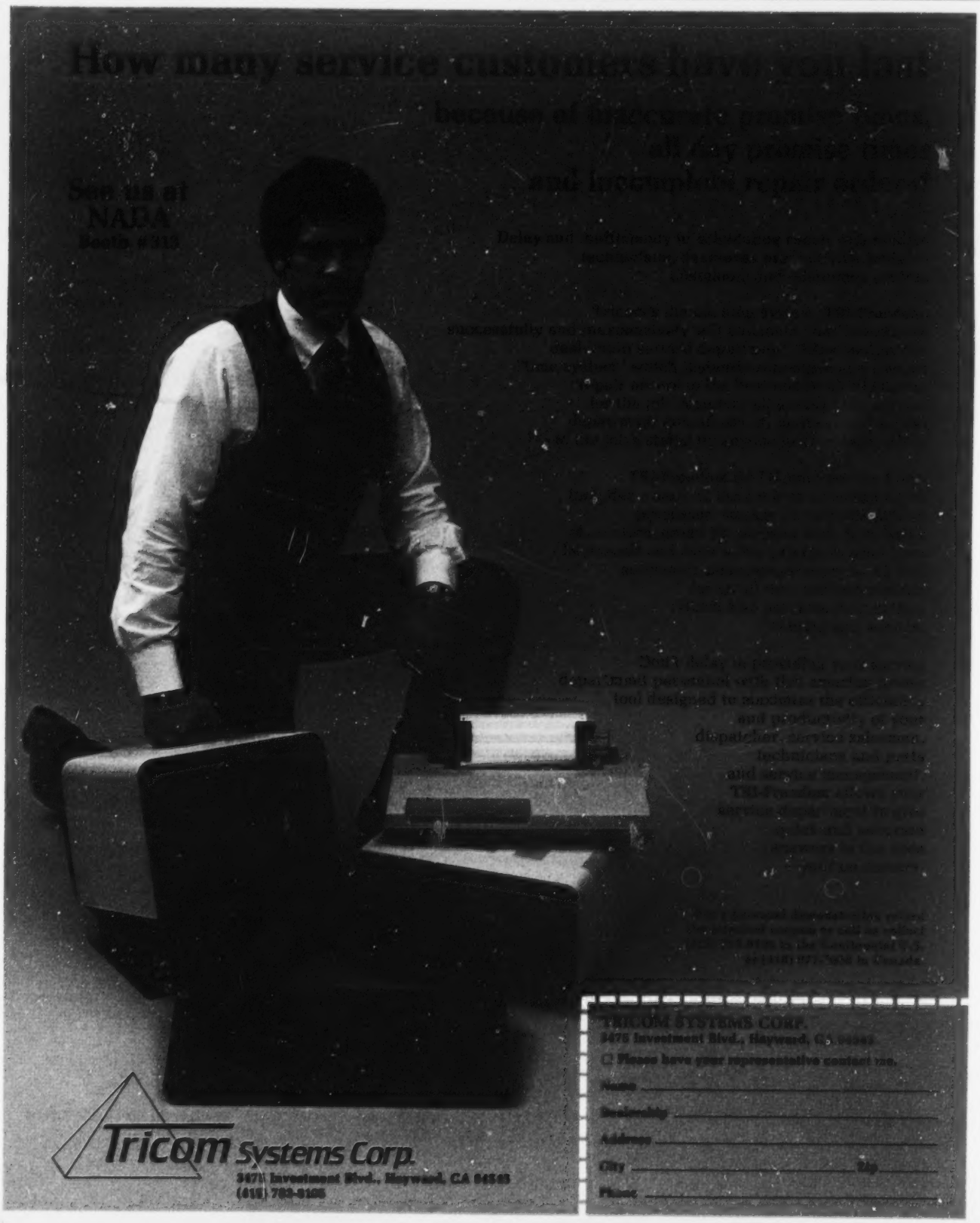
	Oct., 1981	Oct., 1980
Toyota	12,423	10,777
Datsun	10,320	8,859
Ford Courier	5,036	6,532
Chevrolet LUV	4,402	6,835
Others	9,715	10,262
TOTAL	41,896	43,265

The truck import total for the first 10 months of 1981 was 412,220, down 8.66 percent from 451,188 last year. Registrations of imported trucks in the first 10 months were:

	10 mos., 1981	10 mos., 1980
Toyota	109,678	117,656
Datsun	94,304	93,748
Chevrolet LUV	57,085	72,319
Ford Courier	53,667	64,204
Others	97,376	103,261
TOTAL	412,110	451,188

Hightower promoted

NEW YORK.—Cato S. Hightower Jr. has been promoted to control branch manager of the General Motors Acceptance Corp. office in Lombard, Ill. He formerly was regional dealer relations manager with headquarters in Wilmette, Ill.



The aim: To boost sales and ease layoffs

GM to trade price cuts for benefit concessions

Continued from Page 1

would not necessarily mean car prices would not rise during its duration because supplier prices and other costs could rise.

He said the proposal "could usher in a new era of labor-management cooperation because it addresses the heart of the problem in our industry today—noncompetitive labor costs and inflated car and truck prices."

The UAW also presented the plan to Ford Motor Co. which is reviewing the proposal, but Chairman Philip Caldwell is insisting Ford "will remain competitive in the marketplace." He said he is not "closing the door" to any ideas.

While the top UAW and GM officials have been talking about cutting prices in exchange for concessions since Nov. 14, the union dropped the plan on Ford last Tuesday (Jan. 12).

Caldwell said it costs $1,400 more to build a small car in the U. S. than in some overseas countries and "we need to get the $1,400 under our belt sooner or later on a permanent basis."

Most analysts feel that if Ford does not accept the proposal it will put itself at a competitive disadvantage in the marketplace and are expecting Ford to adopt the plan. Fraser said he hoped Ford would take that into consideration while deciding on the proposal.

Ford announced extended warranties on Escort and Lynx and a 5-percent rebate on those cars on the same day the price-cut proposal was submitted.

Many labor observers see the price cut as a way to sell the contract to the workers, especially those at GM, who have voiced strong opposition to making any concessions or even beginning early talks. At the UAW Ford and GM Council meetings in Chicago Jan. 8, both councils complained about the high cost of cars. They were worried that any concessions made by the workers would go to the company and prices would not be reduced.

Speaking of the price-cut proposal, Fraser said, "If you increase sales, you increase production. If you increase production, you increase productivity and efficiency and generate more profits . . . and generate more jobs."

Another selling feature of the GM negotiations is Fraser's proposal to have the current agreement kick in before the expiration of the new agreement.

He said, "Part of the agreement will be that if we enter into an agreement for X-number of months, before the expiration of that agreement the economic provisions of the current agreement will be restored —prior to the expiration date of that agreement. As of now, we haven't bargained out how much prior, but the current agreement will be back in place before we next go into negotiations."

In that sense, the newly negotiated contract will be temporary, he said.

• The principles adopted by GM also require an equality of sacrifice from all non-UAW GM groups. Smith told reporters last week he is willing to take a wage cut to hold up his end of the sacrifices required. Smith's salary is about $400,000 a year.

Caldwell makes $416,790 a year. Both executives receive bonuses in a good year. There haven't been any good years lately.

It is also expected that GM will at least discuss cutting or eliminating the dividend for the quarter in its February board meeting. Last week, Ford's board of directors voted not to pay a dividend for the first quarter.

Since GM has already agreed to the principles put out by the UAW, the union seems to be doing most of its pattern negotiating there and hopes to keep the concurrent, pattern contract systems intact. Ford, which did not receive those proposals until almost two months later, is behind GM in its contract talks.

Late last week, GM put its demands on the table and Owen Bieber, UAW vice president and director of the GM department, said the union was "disturbed and shocked" by the company's early proposals for concessions.

That kind of language is usually reserved for the company in normal bargaining times, but with the world turned upside down in negotiating, the union sees itself as the target with the company slapping its demands on the table.

Fraser said GM officials asked for concessions in almost every phase of the current pact.

"If those examples are real, they would pay the consumer for taking them (the cars)," Fraser said.

He has said the concessions will not involve wage cuts. In past interviews with Automotive News (Oct. 26, 1981), both Peter J. Pestillo, Ford labor relations vice president, and Alfred S. Warren, GM labor relations vice president, said costs can be reduced without touching wages. They said they want $8 an hour worth of concessions or exchanges—the labor cost disadvantage they say they have with the Japanese. A more realistic figure would be around $5 an hour.

Non-wage exchanges could be in eliminating all remaining paid personal holidays, changing health and life insurance plans, providing phased-in benefits and wages based on seniority, cutting SUB fund benefits after an employe has been drawing for a certain amount of time and changing the pension plans.

Thames signs with Chevy

CRYSTAL SPRINGS, Miss. — The new Chevrolet dealer here is John M. Thames.

Ford and Chrysler bicker over who's on second

By Jenny L. King
Staff Writer

Domestic new-car sales were awful in the first 10-day period of 1982, and Chrysler Corp. and Ford Motor Co. were bickering over who had better—and more honest—sales.

Chrysler Corp. rejoiced in a Jan. 13 news release that its 10-day sales total beat out Ford for the first time, except during strikes, since such period reporting began back in 1953.

Chrysler's announced sales total of 17,493 included 2,768 Mitsubishi-built imports. Ford yelled "foul." Ford had sales of 17,033 domestic cars in early January and could not include the Fiestas from Germany which it always had done when they still were being sold.

Sales by the five major U. S. auto makers totaled 101,199 in early January. There were only seven selling days, yielding a 14,457 daily selling rate. A year ago 128,041 new cars were retailed in eight days, with a 16,005 sales average per day.

Domestic sales were down 20.96 percent year-to-year, down 9.67 percent daily rate. They were the lowest since the 93,235 reported in 1975. Best for the period was 202,453 in 1966.

• All five auto makers were down in year-to-year comparisons. Chrysler Corp. was up on a daily-rate basis. General Motors was down 19.02 percent, to 66,281 from 81,845 in 1981 (down 7.45 percent daily rate). Ford Motor Co.'s sales of 17,033 were down 31.68 percent from 24,930 (down 21.92 percent daily rate).

Chrysler Corp. reported domestic sales of 14,725, down 8.99 percent from 16,179 last year, but up 4.05 percent on a daily-rate basis. Volkswagen of America was down 57.38 percent, to 1,060 from 2,487 (down 51.45 percent daily rate). Estimated sales for American Motors were 2,100, down 19.23 percent from 2,600 (down 7.69 percent daily rate).

GM earned 65.49 percent of the early-January domestic market, up from 63.92 percent in 1981. Ford sales accounted for 16.83 percent of the market, down from 19.47 percent. Chrysler cornered 14.55 percent of the market, up from 12.64 percent. AMC stood at 2.08 percent, up from 2.03 percent, and VWoA slipped to 1.05 percent from 1.94 percent.

Larger-car specialists prevailed in the makes sales race. Chrysler was up 59.89 percent, Cadillac was up 31.21 percent and Lincoln was up 18.85 percent.

On the minus side were: VWoA, down 57.38 percent; Oldsmobile, down 47.18 percent; Ford, down 37.16 percent; Imperial, down 34.12 percent; Plymouth, down 31.05 percent; Mercury, down 23.60 percent; Pontiac, down 23.10 percent; AMC, down 19.23 percent; Buick, down 17.39 percent; Chevrolet, down 10.84 percent, and Dodge, down 5.98 percent.

DOMESTIC SALES

	Jan. 1-10, 1982	Jan. 1-10, 1981
AMERICAN MOTORS	2,100†	2,600†
Chrysler	3,249	2,032
Imperial	56	85
Plymouth	4,955	7,186
Dodge	6,465	6,876
CHRYSLER CORP.	14,725	16,179
Ford	11,381	18,110
Mercury	4,416	5,780
Lincoln	1,236	1,040
FORD MOTOR	17,033	24,930
Buick	10,666	12,912
Cadillac	5,117	3,900
Chevrolet	26,148	29,326
Oldsmobile	15,251	28,874
Pontiac	9,099	11,833
GENERAL MOTORS	66,281	81,845
VOLKSWAGEN	1,060	2,487
INDUSTRY TOTAL	101,199	128,041

†Estimate

Chrysler boosts import prices $274 for 1982

DETROIT. — Chrysler Corp. has raised prices of its imported cars and pickup trucks an average of $274, or 4.0 percent, for 1982.

The vehicles, all made by Mitsubishi of Japan, are the Dodge Colt and Challenger, the Plymouth Champ and Sapporo, the Dodge Ram 50 pickup and the Plymouth Arrow pickup.

The $274 boost is for the average equipped vehicle. In addition, destination charges have been increased an average of $12 per vehicle.

The new Colt/Champ four-door hatchbacks carry a sticker of $5,710 for the base units. The Custom models are $6,153.

The Colt/Champ two-door hatchbacks start at $5,443, up $180 over the final prices of the '81s. The Deluxe models are $5,800, up $241, and the Custom versions are $6,122, up $302.

The Challenger and Sapporo sport coupes are $8,043. That is a hike of $371 for Challenger and $455 for Sapporo.

Dodge Ram 50 and Plymouth Arrow pickups start at $6,408, an increase of $206. New for '82 is the Power Ram 50 four-wheel-drive pickup at $8,361.

New-car stock swells to highest level in history

Continued from Page 1

opened, up from 88½ days Dec. 1, and the stock of luxury cars was good for 81 days, up from 61 days a month earlier.

The Jan. 1 inventory was divided this way by size segment: Subcompact, 30.45 percent; compact, 23.81 percent; intermediate, 29.54 percent; standard, 10.69 percent, and luxury, 5.51 percent.

A month earlier, the inventory was divided as follows: Subcompacts, 30.60 percent; compact, 24.01 percent; intermediate, 28.24 percent; standard, 11.34 percent, and luxury, 5.81 percent.

• The Jan. 1 days' supply figures by market segment were:

Subcompact — Rabbit, 83; Eagle SX/4, 86; TC3, 127½; Chevette, 129; Omni, 136½; Horizon, 140; Escort, 140; LN7, 148; Lynx, 161; Spirit, 176; T1000, 197½; EXP, 207; Dodge 024, 260; Cavalier, 276, and J2000, 279.

Compact — Eagle, 67; Reliant, 86; Concord, 92; Fairmont, 92; Aries, 94; Skylark, 94; Zephyr, 109; Citation, 110; Omega, 112; Firebird, 138; Phoenix, 145; Mustang, 148; Camaro, 154, and Capri, 179.

Intermediate — New Yorker, 55½; Cutlass Supreme four-door, 70; Cougar, 71; Malibu, 71; Regal four-door, 78; Cordoba, 84; Diplomat, 91; Granada, 92; Regal coupe, 97; Gran Fury, 98; Cutlass Supreme coupe, 101; LeBaron, 105; Bonneville / LeMans, 105; Thunderbird, 114; Mirada, 115; Grand Prix, 116; Century, 118; XR-7, 144; Monte Carlo, 150; Dodge 400, 169; Cutlass Ciera, 181; Celebrity, 263, and Pontiac 6000, 338.

Standard — Pontiac, 23; Olds 88, 47; LeSabre, 61; Olds 98, 64; Mercury, 67; Electra, 71; Ford, 72, and Chevrolet, 91.

Luxury — Eldorado, 44; Lincoln, 47; Mark VI, 55; Toronado, 71; Seville, 72; Riviera, 82½; Continental, 101; Cadillac, 116; Corvette, 117; Imperial, 136, and Cimarron, 155.

NEW CAR STOCKS

	Jan. 1, 1982	Dec. 1, 1981	Jan. 1, 1981
Spirit	176	143	136
Concord	92	66	110
Eagle	67	59	92
Eagle SX/4	86	67	92
AMERICAN MOTORS	97	76	108
Horizon	140	138	87½
TC3	127½	118	87½
Reliant	86	86	66
Gran Fury	98	76	—
Plymouth	104	100½	77
LeBaron	105	122	77
Cordoba	84	85½	120½
New Yorker	55½	57	—
Chrysler	88½	96	87
Imperial	136	124	130
Omni	136½	140	93
024	260	106	93
Aries	94	89	66
Dodge 400	169	195½	—
Diplomat	91	89	92
Mirada	115	107	151
Dodge	112	108	86½
CHRYSLER CORP.	104	103	83
Escort	140	95	47
EXP	207	119	—
Mustang	148	95	112
Fairmont	92	96	73
Granada	92	94	149
Thunderbird	114	111	107
Ford	72	82	86
Ford	117	96	87
Lynx	161	92	92
LN7	148	103	—
Capri	179	96	93
Zephyr	109	72	52
Cougar	71	54	120
XR-7	144	116	90
Mercury	67	62	62
Mercury	114	80	71
Lincoln	47	35	72
Continental	101	98	—
Mark VI	55	49	79
Lincoln	71½	54	76
FORD MOTOR CO.	113	89	82
Skylark	94	59	50½
Century	118	—	—
Regal 4-door	78	69	62
Regal 2-door	97	79	61
LeSabre	61	79	51
Electra	71	75	47
Riviera	82½	80	41
Buick	86	72	55
Cimarron	155	93	—
Seville	72	68	57
Cadillac	116	54	31
Eldorado	44	48	39
Cadillac	54	58	37
Chevette	129	90	125
Cavalier	276	117	—
Citation	110	58	85
Camaro	154	105	92
Malibu	71	70	90
Celebrity	263	—	—
Monte Carlo	150	93	110½
Chevrolet	91	69	67½
Corvette	117	68½	79
Chevrolet	133½	81	91
Omega	112	54½	77
Ciera	181	—	—
Cutlass	70	55	65
Supreme	101	76	80
Olds 88	47	43	47
Olds 98	64	58	43
Toronado	71	62	47
Oldsmobile	82	64	64
T-1000	197½	149	—
J-2000	279	157½	—
Phoenix	145	72	95
Firebird	138	112½	138½
Bonneville	105	79	121½
6000	338	—	—
Grand Prix	116	82	102½
Pontiac	23	56	95
Pontiac	160	106	103
GENERAL MOTORS	107	77	77
VOLKSWAGEN	83	94	95
TOTAL	107	83	80

117,945 cars built in first two weeks of 1982

Car production 48 pct. below 1981

By Patricia Hoffman
Staff Writer

The first 10 days of 1982 auto production find the makers off to a slow start. Output is substantially below the comparable 1981 period.

An abundance of inventory forced several asesmbly points to extend holiday downtime. Auto production to date is 117,945, down 48.57 percent from the 229,346 units completed in the first two weeks of last year.

As the assembly plants gradually return to work, last week's estimated output was 67,037 units, up 31.68 percent from 50,908 the previous week. But it was 45.30 percent below 122,551 in the comparable 1981 period.

Production of the Buick Skyhawk-J and Oldsmobile Firenza began last Monday (Jan. 11) at General Motors' Leeds facility. For the week, 496 of each of the newest J-cars were built. Leeds, which was idled for the changeover Dec. 4, also builds the Pontiac J2000.

Also back last week were GM's Flint and Linden facilities.

Operations resumed last week at Ford's St. Louis point, making it the company's second (along with the Wixom plant) to return since the holidays.

Chrysler Corp.'s Belvidere, Jefferson and St. Louis points, along with American Motors' Kenosha facility also returned last week.

Still idle are Chrysler's Newark plant; Ford's Atlanta, Chicago, Dearborn, Kansas City, Lorain, Metuchen, San Jose and Wayne points; GM's Tarrytown, Framingham, Lakewood, Wilmington, Janesville, Lansing (G-body only), Baltimore, Fremont and South Gate facilities; Volkswagen of America's Westmoreland point, and Checker Motor's Kalamazoo plant.

Production breakdown for the week by company is: GM, 76.57 percent; Chrysler, 15.51 percent; Ford, 4.12 percent, and AMC, 3.80 percent.

Foote elected chairman of autobody supply group

TEANECK, N. J. — The Autobody Supply & Equipment Manufacturers Council elected the following officers for 1982 at its recent fall meeting.

Robert T. Foote Jr., vice president, Blackhawk; Applied Power, Inc., vice chairman; Thomas W. Dalton, president, Sharpe Mfg. Co., vice chairman; and Gary A. Oatey, president & chief operating officer, Oatey Co.; Robert T. Stahmer, national sales manager, Nason Automotive Division, O'Brien Corp., board members. Incumbent board members are Thomas F. O'Brien, national sales manager, Hennessy Industries — CP Tool Co., Auto Service Group; and Donald J. Scranton, president, Sem Products, Inc.

UAW lays out its demands for Harvester concessions

CHICAGO. — The UAW's International Harvester Policy Committee said last week the company must meet several demands before it will consider a request for a $100 million cut in labor costs.

In a statement following a meeting with IH officials, the union said it would be "impossible to respond to the proposal . . . until such time as the company takes steps to address several critical concerns of the union membership."

Those concerns include job security, eventual reimbursement of any concessions, the need for "equality of sacrifice" among all Harvester employes and the "outrageously high salaries" paid senior executives.

The union also charged that Harvester has too many supervisors for the number of workers employed, and was critical of such management practices as moving work from one location to another and the sourcing of some parts from outside firms.

Harvester called the hour-long meeting "a meaningful beginning" and said it will discuss the union's concerns at another session set for Wednesday (Jan. 20). The firm added that it also will provide additional financial information.

Harvester asked the union last November for the $100 million in concessions by Oct. 1, when the union's contract ends. The company proposed elimination of the $2.10-an-hour cost-of-living allowance, the 3 percent pay raise that took effect Oct. 1 and certain other benefits.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 16, 1982	Week Ended Jan. 17, 1981	Week Ended Jan. 9, 1982	Jan. to Date	Jan. 1 to Jan. 17, 1981	Jan. 1 to Jan. 16, 1982
CHEVROLET	12,680	14,585	13,528	26,208	28,564	26,208
DODGE	3,700	.....	.....	3,700	1,656	3,700
FORD	5,469	10,385	.....	5,469	14,617	5,469
GMC	4,569	4,782	4,223	8,792	9,307	8,792
INTERNATIONAL	1,150	1,730	1,135	2,285	3,423	2,285
VOLKSWAGEN	.....	650	.....	.....	650	.....
JEEP	1,500*	1,740*	.....	1,500*	3,480	1,500*
AM GENERAL	50*	85*	.....	50*	170*	50*
MISCELLANEOUS	1,400*	.....	1,400*	2,800*	1,050	2,800*
Total Trucks, U. S.	30,518	33,957	20,286	50,804	62,917	50,804

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 16, 1982	Week Ended Jan. 17, 1981	Week Ended Jan. 9, 1982	Jan. to Date	Jan. 1 to Jan. 17, 1981	Jan. 1 to Jan. 16, 1982
CHRYSLER CORP.	2,000	.....	.....	2,000	.....	2,000
FORD MOTOR	399	3,960	339	738	8,783	738
GENERAL MOTORS	5,884	6,670	1,828	7,712	12,532	7,712
INTERNATIONAL	233	270	245	478	568	478
Total Trucks, Canada	8,516	10,900	2,412	10,928	21,883	10,928
N. American Trucks	39,034	44,857	22,698	61,732	84,800	61,732

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Canadian output rises for week, but trails 1981

Canadian auto and truck production last week took a substantial jump over the previous week's total as assembly points continue to return from extended holiday downtime.

The estimated car output last week was 8,914 units, a gain of 130 percent over 3,875 the previous week, but down 38.82 percent from 14,569 in the comparable 1981 week.

During the first 10 days of production for 1982, the auto makers have completed 12,789 units, a 56.21 percent decline from 29,205 built the first two weeks last year.

Last week, the truck makers targeted output at 8,516, about 3½ times as many as the 2,412 built the previous week, but down 21.87 percent from 10,900 units in the comparable week last year.

The truck manufacturers turned out 10,928 units the first 10 days of 1982 production, down 50.06 percent from 21,883 trucks the comparable period last year.

Ford Motor's Oakville car point is slated to return today (Jan. 18), and Ford's St. Thomas plant is scheduled to resume Jan. 25. General Motor's Oshawa (lines one and two) car point returns today, so does Ford's Ontario truck facility.

Truck production up; only 5 plants idle for week

While the new year's first 10 days of assembly proved unfavorable for the domestic truck makers, the return of several assembly points helped boost last week's total substantially from the previous week's output.

During the first two weeks of 1982, the truck makers finished 50,804 units, a drop of 19.25 percent from 62,917 in the comparable period last year.

Last week, output was targeted at 30,518, up 50.4 percent from 20,286 trucks the previous week, but down 10.13 percent from 33,957 in the comparable 1981 week.

All but five truck assembly points were working last week. Those still idle were Ford Motor's Kansas City, Norfolk, San Jose and Twin Cities facilities, plus Volkswagen of America's Westmoreland point.

Peel moves to GMAD as regional plant chief

WARREN, Mich.—William W. Peel has been appointed a regional plant manager for General Motors Assembly Division. He succeeds Robert K. Bates, who has retired after 42 years with GM.

Peel has been with GM of Canada since 1960 and has been regional manufacturing manager since last July.

U. S. CAR PRODUCTION

	Week Ended Jan. 16, 1982	Week Ended Jan. 17, 1981	Week Ended Jan. 9, 1982	Jan. to Date	Jan. 1 to Jan. 17, 1981	Jan. 1 to Jan. 16, 1982
AMERICAN MOTORS	2,550*	3,275*	.....	2,550*	6,550*	2,550*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,400	7,950	.....	10,400	7,950	10,400
Plymouth Total	3,400	3,800	.....	3,400	3,800	3,400
Horizon	2,200	1,950	.....	2,200	1,950	2,200
Reliant	1,200	1,850	.....	1,200	1,850	1,200
Volare	.....	.....	.....	.....	.....	.....
Caravelle	.....	.....	.....	.....	.....	.....
Gran Fury	.....	.....	.....	.....	.....	.....
Chrysler Total	3,200	.....	.....	3,200	.....	3,200
LeBaron	3,200	.....	.....	3,200	.....	3,200
Chrysler	.....	.....	.....	.....	.....	.....
Dodge Total	3,800	4,150	.....	3,800	4,150	3,800
Omni	1,900	1,700	.....	1,900	1,700	1,900
Aspen	.....	.....	.....	.....	.....	.....
Aries	1,000	2,450	.....	1,000	2,450	1,000
Diplomat	.....	.....	.....	.....	.....	.....
Dodge 400	900	.....	.....	900	.....	900
St. Regis	.....	.....	.....	.....	.....	.....
FORD MOTOR	2,760	20,225	1,496	4,256	39,440	4,256
Ford Division	.....	13,678	.....	.....	27,675	.....
Escort	.....	8,400	.....	.....	16,380	.....
Pinto	.....	.....	.....	.....	.....	.....
Fairmont	.....	3,592	.....	.....	7,914	.....
Must./Must. II	.....	.....	.....	.....	.....	.....
Granada	.....	.....	.....	.....	.....	.....
T-Bird	.....	.....	.....	.....	.....	.....
Ford	.....	1,686	.....	.....	3,381	.....
EXP	.....	.....	.....	.....	.....	.....
L-M Division	2,760	6,547	1,496	4,256	11,765	4,256
Mercury Total	1,293	5,214	.....	1,293	10,432	1,293
Bobcat	.....	.....	.....	.....	.....	.....
Lynx	.....	2,592	.....	.....	5,136	.....
Capri	.....	.....	.....	.....	.....	.....
Zephyr	.....	1,208	.....	.....	2,454	.....
Cougar	.....	.....	.....	.....	.....	.....
XR-7	.....	.....	.....	.....	.....	.....
Mercury	1,293	1,414	.....	1,293	2,842	1,293
LN7	.....	.....	.....	.....	.....	.....
Lincoln Total	1,467	1,333	1,496	2,963	1,333	2,963
Continental ('82)	373	.....	748	1,121	.....	1,121
Lincoln	602	606	378	980	606	980
Mark VI	492	727	370	862	727	862
Versailles	.....	.....	.....	.....	.....	.....
GENERAL MOTORS	51,327	86,551	49,412	100,739	170,841	100,739
Buick Division	13,685	16,982	7,422	21,107	35,096	21,107
Skylark	1,750	4,832	1,471	3,221	9,636	3,221
Skyhawk J	496	.....	.....	496	.....	496
Century	2,500	2,897	2,597	5,097	6,179	5,097
Regal	4,329	4,673	.....	4,329	9,974	4,329
Buick	3,350	3,345	3,354	6,704	6,840	6,704
Riviera	1,260	1,235	.....	1,260	2,467	1,260
Cadillac Division	5,155	6,740	3,750	8,905	13,555	8,905
Cimarron	.....	.....	154	154	.....	154
Seville	320	832	.....	320	1,687	320
Eldorado	1,235	1,710	.....	1,235	3,430	1,235
Cadillac	3,600	4,198	3,596	7,196	8,438	7,196
Chevrolet Division	14,340	34,760	15,707	30,047	68,092	30,047
Chevette	.....	8,935	.....	.....	16,089	.....
Cavalier	5,220	.....	5,325	10,545	.....	10,545
Celebrity	.....	.....	2,196	2,196	.....	2,196
Monza ('80)	.....	.....	.....	.....	.....	.....
Camaro	3,935	2,365	2,833	6,768	4,758	6,768
Citation	2,240	8,320	2,115	4,355	16,982	4,355
Malibu	940	5,765	1,254	2,194	11,630	2,194
Monte Carlo	1,085	3,775	1,081	2,166	7,437	2,166
Chevrolet	320	4,800	319	639	9,614	639
Corvette	600	800	584	1,184	1,582	1,184
Oldsmobile Division	11,131	19,091	16,037	27,168	36,723	27,168
Omega	2,250	3,030	2,614	4,864	5,769	4,864
Firenza	496	.....	.....	496	.....	496
Cutlass	.....	9,860	4,826	4,826	19,511	4,826
Cutlass/Ciera	2,300	.....	3,235	5,535	.....	5,535
Oldsmobile	5,330	5,215	5,362	10,692	9,611	10,692
Toronado	755	986	.....	755	1,832	755
Pontiac Division	7,016	8,978	6,496	13,512	17,375	13,512
Acadiant †	.....	345	.....	.....	690	.....
J2000	781	.....	1,191	1,972	.....	1,972
Sunbird ('80)	.....	.....	.....	.....	.....	.....
T1000	.....	.....	.....	.....	.....	.....
Firebird	2,195	1,715	1,311	3,506	3,245	3,506
Phoenix	760	2,518	657	1,417	5,009	1,417
Grand Prix	1,640	2,400	1,668	3,308	4,592	3,308
Bonneville ('82)	1,640	.....	1,669	3,309	.....	3,309
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	1,560	.....	.....	2,948	.....
Pontiac	.....	440	.....	.....	891	.....
VOLKSWAGEN	.....	4,450	.....	.....	4,550	.....
CHECKER	.....	.....	.....	.....	15	.....
Total Cars, U. S.	67,037	122,551	50,908	117,945	2,293,346	117,945

CANADIAN CAR PRODUCTION

	Week Ended Jan. 16, 1982	Week Ended Jan. 17, 1981	Week Ended Jan. 9, 1982	Jan. to Date	Jan. 1 to Jan. 17, 1981	Jan. 1 to Jan. 16, 1982
AMERICAN MOTORS	257	600	.....	257	1,177	257
CHRYSLER CORP.	3,200	.....	3,314	6,514	.....	6,514
FORD MOTOR	432	944	336	768	1,783	768
GENERAL MOTORS	4,800	12,800	.....	4,800	25,795	4,800
VOLVO	225	225	225	450	450	450
Total Cars, Canada	8,914	14,569	3,875	12,789	29,205	12,789
N. American Cars	75,951	137,120	54,783	130,734	258,551	130,734
N. American Trucks	39,034	44,857	22,698	61,732	84,800	61,732
North American Cars and Trucks	114,985	181,977	77,481	192,466	343,351	192,466

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

NOTE

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Auto talks fizzle; UAW may go to Ford for pattern

By Marjorie Sorge
Labor Editor

DETROIT. — The UAW and General Motors were unable to reach a settlement last week and broke off negotiations. However, the way still was left open for a possible pattern agreement at Ford Motor Co.

After 10-days of talks, UAW President Douglas A. Fraser said GM and the UAW were unable to agree on economics, outsourcing job security or the length of the agreement and talks were recessed.

Later, UAW negotiators at Ford also voted to suspend negotiations until after the UAW GM and Ford Council meeting in Washington, D.C. last Saturday (Jan. 23).

UAW Vice President Donald Ephlin, director of the union's Ford department, however, said he is confident the union will resume negotiations with Ford next week.

"At Ford we only had two proposals on the table and we have not negotiated on either one of them" he said. "And therefore we would like the opportunity to do some bargaining and that's the reason I anticipate the Ford Council will tell us to come back here."

The Ford and GM Councils were scheduled to make recommendations on continued bargaining last Saturday. They have the option of continuing negotiations with the companies or suspending them until July, when bargaining would normally begin on the current contract, which expires Sept. 14.

In a random survey of some GM Council members, it seemed a resumption of bargaining at GM was less likely than at Ford.

If the GM Council should vote against continued negotiations and the Ford Council agreed to continue, it could result in a short-term three-tier labor cost structure if an agreement with Ford was reached before negotiations began with GM.

The UAW has been against adding another tier to the wage structure but a short-term situation might be agreeable. The split in labor costs came when concessions were given to Chrysler to allow it to qualify for federal loan guarantees.

While Fraser would give no idea how he thought the councils might vote, he said he would tell the GM Council to decide on the basis of what the committees reported had been negotiated at GM. However, he said he would be inclined to tell the Ford workers to go their own way, no matter what the GM Council does.

"The delegates have to ask themselves the question, and answer that question for the membership of this union . . . are you better off going forward now or is it better to wait until September of 1982 to try and conclude an agreement?" Fraser said. "That is the basic tactical question we have to ask."

Ford's chief negotiator, Peter

Continued on Page 44, Col. 1

Detroit show cars

Chrysler 'Stealth' bows

The Chrysler "Stealth," a two-seat sports concept car, had its first public showing at the Detroit Auto Show last week.

Powered by a turbo'd 2.2-liter

Stealth's fiberglass body sits on a modified Chrysler K-car chassis. Powertrain is a turbocharged 2.2-liter four with multi-point fuel injection, driving the front wheels through a five-speed transmission.

Jim Plegue photos

Souped-up Century

Molly Designs, of Santa Ana, Calif., took a 1982 Buick Century and transformed it into this concept vehicle. The car features completely blacked-out trim, plastic-covered headlamps and Goodyear NCT tires on Epsilon three-piece modular wheels. The car was on display at the Detroit Auto Show.

Unsold supply of import cars rises again to 60½-day stock

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. continued to climb during December and stood at a 60½-day supply Jan. 1, up from a 55-day stock a month earlier.

While that inventory was the heaviest the imports have had in the past 12 months, it was virtually on target as the ideal import stockpile—heavy enough to sustain a solid sales pace, but not so heavy as to be burdensome.

The supply of new imported pickup trucks on hand Jan. 1 was quite heavy, however, at 108 days, up from 94 days a month earlier.

The inventory of new imported vehicles Jan. 1 totaled 383,228 cars and 133,256 trucks, a combined 68-day supply. This compared with 349,353 cars and 118,913 trucks in stock a month earlier, a 61-day supply.

While the import new-car stockpile was close to the ideal, the stockpile of new U. S.-built cars had soared to a record peak of 107 days Jan. 1.

• Although the overall supply of new imported cars was very well balanced, there were some imbalances among the individual makes.

Toyota for example, had built up its meager stockpile, but it was still very lean Jan. 1 at a 26-day supply. Subaru and Honda also had inventories on the short side at 36 and 39 days, respectively.

Datsun, on the other hand, had a strong 67-day supply of new cars Jan. 1 and Mazda had a 79-day supply. Isuzu's new-car stockpile was good for 92 days while Chrysler Corp. had a heavy 152-stock of Mitsubishi-built cars.

The inventory of Japanese-built new cars in the U. S. totaled 267,238, a 52½-day supply Jan. 1.

The stockpile of West German-built new cars totaled 64,135 new cars Jan. 1, a 77-day supply.

This included rather lean inventories of the luxury Merce-

Continued on Page 44, Col. 5

breaking news

CHIPS shops Camaro/Firebird, Mustang GT

SACRAMENTO. — The California Highway Patrol may buy some 400 Chevrolet Camaro Z-28, Pontiac Trans Am or Ford Mustang GT pursuit cars this year. Requirements: The vehicles must have minimum top speed of 120 MPH, go from zero to 60 MPH in less than 10 seconds and hit 100 MPH in less than 30 seconds. Specifications allow at least 200 to be equipped with manual transmissions. That qualifies Mustang GT which is not sold with an automatic.

Nissan calls for renewal of '81 quota levels

TOKYO. — Nissan President Takashi Ishihara, speaking for Nissan only and not for the Japanese Automobile Manufacturers Assn. he also heads, said Japan would agree to keep its vehicle export levels at the 1.68-million-unit level negotiated last year. U. S. Congressmen visiting Japan had asked the Japanese government not to increase vehicle exports for 1982.

See BREAKING NEWS, Page 8, Col. 1

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Meyers is odd man out in top-level shakeup

Higher profile for French at AMC

By Kathleen Hamilton
News Editor

SOUTHFIELD, Mich. — The top-level shakeup at American Motors that left a former Renault executive as AMC president and Chairman Gerald Meyers out in the cold with only a seat on the board was a logical enough extrapolation of the path AMC and Renault have been traveling.

The irony is that Meyers, the man most responsible for the alliance that kept AMC alive — albeit with a decidedly French accent—is the odd man out.

And the result of the shakeup is clearly a stronger, more visible role for the French company that owns a 46-percent stake in AMC and holds an option that could make it the majority stockholder.

Although the details of the Jan. 15 board meeting are being kept close to the vest by those in attendance, the meeting ended with Meyers holding only a board seat and his $385,000 a year salary for the remainder of his four-year contract, negotiated in 1980.

• The new chairman and chief operating officer, former president W. Paul Tippett, holds onto the supervision of interna-

Continued on Page 42, Col. 1

Hints of price cuts blamed

How labor talks stalled action in showrooms

By Jenny L. King
Staff Writer

The possible renegotiation of the labor contract between General Motors and the UAW, with hints of a new-car price cut, has frozen the sales of new GM products more solidly than any masses of Arctic air ever could.

Last week, before talks broke off, AUTOMOTIVE NEWS contacted GM dealers in several states to get a reading on mid-January sales and showroom traffic. In summary, there is very little of either.

There was, however, a spirit of confidence voiced by many dealers. They admitted that times are worse than tough, but they also thought that if a new accord is reached and includes smaller price tags for cars, business will heat up quickly.

Dealers, though they did not specify the same amounts, agreed that generous price cuts — cuts of at least $600, maybe as much as $1,200 — definitely would stimulate sales. But even though cuts would be retroactive to midnight, Jan. 12, people are hardly looking, and they are not buying.

"Some customers are even refusing to take deliveries," said an Oldsmobile dealer in the Detroit suburb of Grosse Pointe Park.

"They want to get a rebate on cars ordered before this all began," said the dealer, who was discouraged by a complete absence of showroom traffic. He has operated under his current franchise less than one year.

• Tom Weil, general manager at Phil Tolkan Pontiac in Milwaukee, is convinced that pent-up demand exists and that it's worth waiting for.

"I'm optimistic," said Weil. "My outlook is once we get through this dismal period, it will again be fun and prosperous to sell cars.

"In our 25 years of business we have sold 80,000 cars. There are said to be one million cars from '75 and earlier in Milwaukee. These people are going to have to buy something. It's like great pressure building up on one side of a dam," he said.

Weil said he sees a shortage of vehicles in the near future, which will contribute to a very strong used-car market. This is the time to buy up sturdy used cars to sell to customers who can't afford new ones, he said.

"I think the GM price cut will have to be between $750 and $1,200 to be significant," said Weil.

Jim Miles, a Time magazine Quality Dealer nominee for Tennessee who holds Oldsmobile, Cadillac and Honda franchises, said a GM price reduction should be $600 to $800. "If it's only $100, they might as well forget it — it won't help," he said.

A generous price cut "could be a real move in the right direction," said Miles. "It's too early to tell how much of an impact the present talks are having on our sales. We are going to maintain a positive attitude."

Miles did not foresee increased sacrifices being asked of dealers. "We've been tightening our belts for the past 24 months as it is," he said.

The Jackson (Tenn.) dealer echoed Weil's statistics on numbers of older cars in operation. He said Oldsmobile had told its dealers the average age of cars running today is 5½ years.

"I don't think we'll get back to the sales volume we once had, and I don't think many dealers who have failed will be replaced. It's a different market, but people have to have transportation," said Miles, who would like to provide it to everyone in western Tennessee.

• Jay Kalo, of Kalo Motors, Inc., Grafton, W. Va., said negotiations and impending price cuts aren't the only things keeping a lid on sales. The high prices of cars, rebate-style marketing and extraordinary publicity for imports through local and national media are to blame for the worst December (1981) of his 33-year career, he said.

"I'm in the midst of a press battle," said Kalo, who holds Buick, Oldsmobile, Pontiac, Chevrolet and AMC/Jeep franchises. "In one hand I have a story from a Detroit daily that reports U. S. cars are safer than Japanese; in the other hand there's one about Japanese imports flooding the market.

"Stories like the latter give competitors (to the domestic industry) a lot of free publicity that hurts paying advertisers in the papers," he said.

Kalo said he doesn't understand why the media are biting the hands that feed them, and he has complained to the newspaper in Grafton in which he runs ads. He sees the domestic car makers as more faithful supporters of the economy.

"I would also say that GM factory-dealer relations have never been worse," he said. "The factory people are trying to help but nothing seems to work. And the company has increased the cost to me of every vehicle — money I'll never get back."

Located in depressed Taylor County, Kalo said he is losing sales to aggressive Ford dealers in the area and to dealers located near places outside the county where people commute to work.

"Basically we have two tools with which to work: Price and service. With our discount shrinking, there isn't much we can do with price, and people want to get service in a place convenient to their jobs," said Kalo.

Anyone who is coming into the showroom is in a wait-and-see mood, he said.

"Our sales people are telling customers if there is a rebate from GM, you'll get it, although it may take a while," said Cliff Shirley, dealer at Twin City Pontiac, Champaign, Ill.

Shirley said customers are asking about price cuts; he didn't see how they can be more than $200-$250.

"That doesn't compare very well with Iacocca's rebates," he said.

Shirley also maintains a Honda outlet, placed intentionally in a separate building. When Hondas shared the showroom with his Pontiac line, neither got full credit, he said.

"This past year has been difficult, even though there is only a 5-percent unemployment rate here," Shirley said. "I just received a silver anniversary plaque from Pontiac and I told them it should have been for 49 years: I've aged another 24 or 25 just in the last year."

Topless Riviera

The Buick Riviera convertible, which goes on sale April 15, made its public debut at last week's Detroit Auto Show. The American Sunroof conversion includes a power top with glass rear window and power rear side windows, and retains the rear seat. Price tag is expected to be below $25,000. The cars are built and prepared at the Linden (N. J.) assembly plant, then shipped for convertible conversion. Only 500 will be built during the '82 model year. Standard equipment includes four-wheel-disk brakes, locking wire wheels and suspension upgrading.

Tax break for buyers, gasoline excise, levy on Japanese cars

Iacocca's formula for a comeback

BOCA RATON, Fla. — Chrysler Corp. Chairman Lee Iacocca continued his campaign for a tax credit for buyers of fuel-efficient U. S. cars in an address to the Asset Management Seminar here.

He also called for a 25-cents-per-gallon excise tax on gasoline and a tax on Japanese cars "equal to the tax loss we suffer on every car they now sell here." He said that loss is $1,750 per car.

Iacocca wants the federal government to provide a $1,500 personal tax credit for the purchase of an American-built car or truck that gets 25 MPG or more.

He said this would increase sales by one million units a year, bring 250,000 people back to work, and save a billion gallons of gasoline a year "as people turn in their old gas guzzlers for new fuel-efficient automobiles."

He said his plan would cost the Treasury $4.5 billion in tax credits, but he maintained this would be almost totally offset by welfare payments that would be eliminated and by income taxes and Social Security taxes paid by the 250,000 workers who would be back on the job.

Iacocca pointed to two examples to show that tax credits work. He said a one-month, $700-per-car excise-tax forgiveness in Ontario increased sales 59 percent and a one-month, $300-per-car sales-tax break in Michigan boosted sales 25 percent.

Iacocca wants the 25-cents-per-gallon excise tax on gasoline "to reestablish and reinforce our national energy policy which is to sharply reduce our dependence on foreign oil."

He noted that stable or falling gasoline prices have spurred sales of big cars. This, naturally, doesn't please him since Chrysler is primarily a purveyor of small cars. The tax would make high-MPG cars more attractive.

The 25-cent tax, he said, would bring the federal treasury $25 billion a year—"that's $25 billion the feds don't have to go out and borrow on the open market, pay interest on and crowd out the job-creating businesses who need capital to stay competitive."

"It's one of those wonderful, unique opportunities to kill about three birds with one stone," Iacocca said. "Reduce the importation of Middle East oil, restore the trend toward new fuel-efficient cars and raise badly needed revenue for the federal treasury."

• Iacocca urged that the U. S. devise "a national strategy to offset the government-granted Japanese advantage over American automobile producers."

He figures that the U. S. loses $1,750 in federal, state and local taxes for every Japanese car sold in this country—"a good share of it the direct result of Japanese tax policy."

"Put it another way," he said. "If your neighbor buys a Japanese car, you and your other neighbors subsidize his purchase to the tune of $1,750 in federal, state, and local taxes."

As another example, he asserted that U. S. taxpayers pay an extra $4 billion in annual taxes "in order to provide the car buyers of America with the choice of buying two million Japanese cars a year at favorable prices."

"Our automotive imbalance of trade with Japan is over $13 billion a year," Iacocca said.

"That's the price of a government policy which says we don't care what it costs in unemployment, in welfare, in lost taxes, in trade deficits—we are going to be the only country in the world that says one-way free trade is the principle on which we stand."

As a solution, he suggested: "Let's slap a tax on every Japanese car sold in America — equal to the tax loss we suffer on every car they now sell here.

"Then we would have at least a fair shot at our own market. We're still kept out of Japan. But I don't see anything un-American about giving American workers an even break at competing for the American market."

Volvo plant due for Michigan, but not for autos

DETROIT. — Volvo is coming to Michigan, but the Swedish firm will build automated assembly line equipment in the state, not cars.

The Volvo plant will be in the Detroit suburb of Sterling Heights, which is also the site of the now-delayed Volkswagen assembly plant. The Volvo venture was announced by Gov. William G. Milliken in his State of the State address.

Volvo is leasing 15,000 square feet of office and plant space. A small staff is to begin selling Swedish-made equipment this year. The next step is to build the equipment here, and a larger plant is expected for the operation by 1984.

The computerized equipment is called wire-guided vehicles. The machines replace conveyor belts and carry auto chassis along a slot in the floor to work stations where operations are performed by workers or robots.

Power top for Corolla

American Custom Coachworks, Beverly Hills, Calif., has introduced an automatic convertible top for the 1982 Toyota Corolla. Production is said to be running at 100 a month. Conversion price is $4,950 to dealers.

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57th year — No. 4899

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Automotive World News

GM spells Spain with a capital 'S'

By Richard Feast
European Editor

You approach Figueruelas over the flat, open fields from Zaragoza, Spain. In November, it is misty and cold. The gray, flat cubes that form the vast complex are hidden in the fog — the only beacons are the colorful "GM" and "Opel" signs.

Heavy trucks rumble around, raising the dust on the still unmade roads. There seems to be chaos everywhere.

One year ago, this was fertile Aragon farmland. A few months from now, it will be General Motors' newest, best and most costly car plant.

It does not seem possible.

Richard C. Nerod, managing director of GM Espana, commented, "Pulling all this together is like a D-day operation — though I wasn't around for that. You have to marshal an awful lot of efforts, and it says something for a company like GM that you are able to go out and get the right people."

He is confident that the first production S-car will roll on time, ready for launch at September's Paris auto show. "We don't talk about fall-back dates," he said. "There's just one date we're going for."

GM's vast investment in Spain — to the order of $1.5 billion — is being undertaken because GM identified a gap in its European auto lineup. It had no super-mini in the Ford Fiesta/Renault 5/VW Polo/Fiat 127 category which is particularly large in Italy, France and Spain.

Opel, GM's European passenger-car operation, was simply missing around 35 percent of the action in France, about 45 percent in Italy. Both are big markets — France 1.87 million in 1980, Italy 1.72 million.

• According to M. A. Razaq, GM's marketing director in Spain, the category accounts for 35 percent there as well. "Furthermore, we forecast it to increase by 1985 to the area of 45 percent," he said.

The only question was where to locate the extra plant, for at that time (the late '70s) Opel was working to capacity, with particularly strong demand in 1979 for the newly introduced front-drive Kadett.

The downturn in demand for big cars, of the type made at Opel's Russelsheim headquarters in Germany, changed that in the past couple of years, but GM was convinced of the need to raise its European capacity from just under one million to around 1.3 million.

In the end, it selected Spain for the car plant and two component factories, and Austria for a factory to provide the engines and gearboxes. It was undoubtedly attracted by government, aid, reputed to be $280 million in subsidy plus tax benefits and long-term credits in Spain.

But GM came in for a lot of flak from laid-off employes at Russelsheim, who saw it as a move away from West Germany to Spain.

Said Nerod, "I can understand some of that, and I guess that's true for people working in the States and seeing us put a project into Mexico.

"On the other hand, that may be a bit narrow in perspective, because it's not going to be a case of putting something in Spain but not putting something in, say, Germany.

"There's a lot of business that's going to be generated here for Germany and our other European component plants."

Hennig A. Klages, finance director of GM Espana, said that practically every European country was looked at for the expansion program.

"Harder looks were taken at Austria, where we finally decided to put the engine plant," he said. "France was looked at hard, England not quite so hard. Italy was practically discarded from the outset. Belgium, Holland and Germany were also considered."

He said GM has the status of a preferential interest company in Spain.

"It allows very substantial — 95 percent — reductions on duties on imported machinery and equipment," he said. "It allows you a certain reduction in local taxes, license fees and the like, and it has given a cash grant on our capital expenditures.

"Apart from that, the government is doing more or less what you can get in any other European country — it's providing the infrastructure, access roads, water, lighting and so on," Klages said.

The Figueruelas plant—more commonly known as Zaragoza—includes press, sub-assembly of body and chassis components, paint and final assembly of vehicles.

It is controlled by GM Espana, which is also responsible for the nearby Logrono component factory. This will fabricate consoles, instrument panels, front and rear bumpers by injection molding processes, as ing. The Delco section will produce shock absorbers, front suspension struts and strut cartridges.

• The Figueruelas facility is vast — 799 acres and a building are covering 3.98 million square feet. Interestingly, there is plenty of space for expansion to make it into a two-car plant at any time in the future.

It is designed to produce 270,000 units a year, or 1,200 daily or 75 an hour. Pre-series production will begin in July, followed by the start of proper production in August.

Altogether, GM's activities in Spain will create 12,580 jobs, 10,900 of them at Figueruelas.

Nerod said, "As you can see from the space we have here, and the layout, if there was some point in the future where we needed an overall expansion from 270,000 to, say, 400,000, there is space.

"The buildings are all laid out in such a way that there is provision for moving them out to give us more capacity."

Then he added, "But, we've still got to take step one . . ."

Ford, which entered Spain in 1976 with its Fiesta factory at Almusafes, has a similar facility to expand—and is doing so with the recent introduction of the Escort there.

How does GM's approach differ from Ford's?

Nerod said, "We're using much more automation. They have almost none in comparison. Ours is a lot more sophisticated. We're looking down the road to something that will help us keep better control on cost, as well as our quality — two very basic things."

In addition, GM has no Spanish engine plant; Ford does. Ford does not have the press shop that GM does.

"In terms of capacity," Nerod added, "we're maybe 10 jobs an hour more, but we're pretty close. But I think they've done a good job and I have a lot of respect for them."

Nerod admits it is a plum GM job. He talks enthusiastically about the project — to be achieved in 900 working days and with the knowledge that a vast bundle of money is at stake.

"When you think about it is when you get nervous," he said. "Jim McDonald (GM President) was over here recently and he was saying 'You guys ought to be nervous.' I said, 'We're too busy to be nervous.' "

Nerod added, "It's a helluva lot better than the alternative, cutting back, closing down.

"It's a lot more fun to be creating, building, expanding. You get that feeling that you are going forward, that the corporation is going forward."

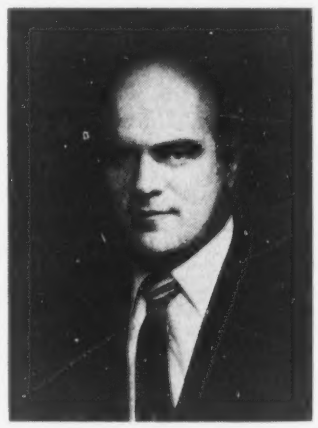
Nerod, 44, joined GM Overseas Operations in 1960. He held various posts in Venezuela, Uruguay, Chile, Australia, Thailand and Malaysia. He was managing director of GM Venezuela from February, 1977, until he was appointed to the Spanish post in September, 1980.

He heads an international team of managers from 16 countries, in particular from West Germany, Belgium, the U. S./Canada and from Argentina. The marketing director is from Pakistan, and there are people from Uruguay, Switzerland, Spain.

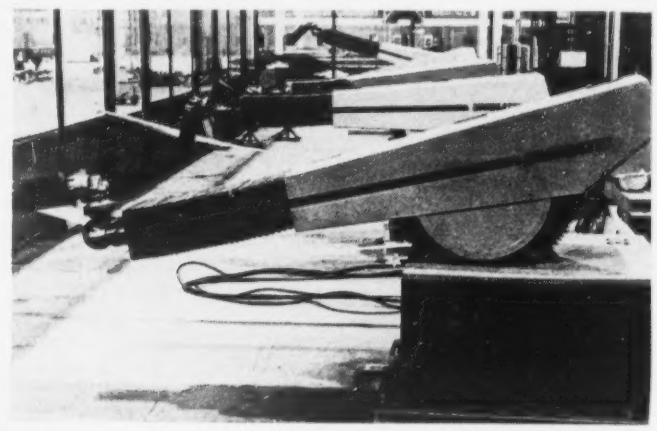
It meant bringing in families from around the globe, finding accommodations, starting schools, bringing in teachers.

GM is changing the order of things in the Zaragoza area, where it will become the Number One employer.

Nerod jokes, "This is a once in a career opportunity — I hope! Look at me. I'm only 21 years old really!"



Richard C. Nerod



A view of the General Motors plant in Zaragoza, Spain, last fall shows body-welding robots installed within the almost empty shell of the building. The plant will build GM's S-car and is scheduled to be in operation by next August.

'Pulling all this together is like a D-day operation," says the general manager of GM Espana, who is confident the S-car will be ready to roll in time for the Paris auto show in September.

WHAT'S HAPPENING IN SPAIN

Manufacturer	Production		Home sales		Exports	
	8 mos., 1981	8 mos., 1980	8 mos., 1981	8 mos., 1980	8 mos., 1981	8 mos., 1980
Ford	159,217	168,175	34,418	36,874	129,211	137,501
Peugeot SA	80,444	93,598	65,890	70,358	18,913	17,063
Citroen*	38,509	53,889	26,077	37,122	15,433	15,949
Talbot	41,935	39,709	39,813	33,236	3,480	1,114
Renault	181,658	210,354	108,553	133,017	71,956	80,331
Seat	133,211	196,997	80,904	84,870	73,249	94,837
Total	554,530	669,124	289,765	325,119	293,329	329,732

*Citroen includes Peugeot in Spain — Source: ANFAC

CAR PRODUCTION IN SPAIN

Manufacturer	1980	1979	1978	1977	1976
Citroen	84,836	109,130	106,434	108,368	108,721
Ford	260,005	227,493	260,939	213,268	17,508
Renault	324,680	261,430	235,329	224,358	201,557
Seat	293,536	294,865	284,480	346,535	342,886
Talbot	65,756	72,891	98,934	96,435	82,453
Total	1,028,813	965,609	986,116	988,964	753,125

IMPORT REGISTRATIONS IN SPAIN

Manufacturer	9 mos., 1981	1980	1979	1978
BMW	3,324	3,723	1,422	633
Citroen	18,800	38,155	65,009	72,261
Ford	47,362	70,640	68,006	66,913
General Motors	2,386	1,706	1,080	928
Japanese (all)	5,237	7,960	4,312	2,666
Mercedes-Benz	4,121	5,640	3,684	2,412
Peugeot	14,996	20,620	15,430	9,711
Renault	122,115	202,032	185,697	182,116
Seat	103,177	149,758	189,641	233,390
Talbot	42,648	55,495	75,009	77,423
Volkswagen	2,733	5,129	2,840	1,370
Others	8,396	13,390	8,099	4,210
Total	375,295	524,149	620,652	654,033

Plastic cabs being tested by GMC trucks

By Roger Rowand
Engineering Editor

WASHINGTON. — General Motors has five experimental General model heavy-duty trucks building up high mileage in tests of their fiberglass sheet molded compound (SMC) cab components.

Usually, the General has an aluminum cab. The fiberglass SMC tests are part of an effort to learn if SMC is a viable alternative to aluminum, according to James D. Cote, chief engineer, truck component design at GMC Truck & Coach Division.

Another SMC General was displayed at a conference of the Society of the Plastics Industry here. That show model attracted considerable attention from chemists, engineers, financial figures and others through the week-long exhibit.

The glass cab is a joint project of Truck & Coach, GM Manufacturing Development and GM Research.

Among component suppliers were General Tire & Rubber Co., Rockwell International, Goodyear Tire & Rubber Co. and ICI Americas, Inc.

The cab's fiberglass technology evolved from GMC's fiberglass-reinforced tractor doors, "and certainly our confidence did," Cote said.

Results with the door have

Continued on Page 33, Col. 4

General features plastic cab

This GMC General with a fiber-reinforced plastic (FRP) cab was displayed at the 37th annual conference of Reinforced Plastics/Composites Institute in Washington. Five trucks with this cab currently are undergoing evaluation in both on and off-road service typical of heavy-truck operations.

Ford's Cargo named Europe's top '82 truck

LONDON. — An international panel of heavy-truck experts from 12 European countries has named the Ford Cargo Europe's "Truck of the Year" for 1982. The Cargo was launched last March, and has since been introduced in Australia, South Africa, South America and the West Indies.

Six panel members made the Cargo their first choice. In all, the Cargo received 50 points — largest ever in the annual voting — 16 more than the second-place Scania entry and 19 more than a Mercedes-Benz truck.

IH offering new hybrid for severe service use

CHICAGO. — A new version of a hybrid International on/off-highway truck developed for severe service with energy and petroleum specialists has been introduced by International Harvester's Truck Group.

Designated Model COF-5870, the unit combines the rugged chassis of the International Paystar on/off highway line with the space-saving cab of the new CO-9670 XL-Series.

"This increases maneuverability by reducing the vehicle's overall length without sacrificing its platform length," said T. E. Reimers, product marketing vice president. "The design has proven a particular favorite in fracturing and other well-servicing operations, and its platform is primarily used to carry pumping equipment.

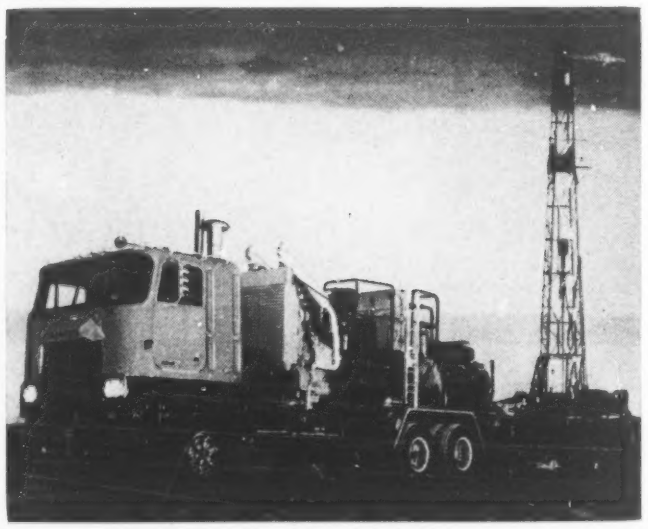
COF-5870s are offered in 6x4, 6x6 and 8x4 tandem front steering axle versions with the cab in all cases being a 76-inch BBC sleeper. The area normally occupied by the sleeper bunk can be used to store sensitive and valuable electronic gear necessary on the job site, Reimers said.

A 12¼-inch deep frame with a ⅜ths-inch thickness is standard for 6x4 units; and a 12-inch deep frame ¼-inch thick is standard for 6x6s and 8x4s.

"The COF-5870 riveted aluminum cab is light weight with more driver room than any other cabover available, and its large windshield and side windows provide maximum visibility," Reimers said.

Standard drivetrain components for the 6x4 are a Detroit 6V92TA engine, 13-speed transmission and 38,000-pound rear axle. The standard front axle

Continued on Page 20, Col. 3



New IH cabover servicing oil well

One of the new International COF-5870 models designed for energy/petroleum operations is being used here in well-servicing.

Datsun modifiers now can remove box from pickup

CARSON, Calif. — Nissan U.S.A., distributor of Datsun trucks, has announced what it describes as the first truck-bed removal program in the compact-pickup market in the U.S.

The new program, a spokesman said, will allow greater flexibility for consumers and dealers in cases where a buyer wants to modify the rear body with a stake bed, tool boxes or other designs for business use.

Such buyers previously had to order the cab/chassis from dealers, and in some instances wait for some time for delivery if the unit was not in stock, the spokesman noted.

Under the new program, he explained, Datsun dealers, consumers or body builders can remove the standard bed from the new heavy-duty, gas-powered, long-bed pickup and replace it with a specialized bed, following guidelines provided in a booklet available from Nissan.

The spokesman said there are only minor differences between the special cab/chassis and the heavy-duty pickup. The chassis is available only in white, has no bed and has bucket seats. The new unit features a variety of colors, a standard bed and a bench seat.

truck industry news

But industry total is down 10.7 pct.

Scattered gains mark November registrations

November registrations of new trucks of all types in the U.S. fell 10.7 percent below those for the same month in 1980, but there were significant gains by Peterbilt and the non-captive imported light trucks, plus increases here and there by some domestic makes.

During the month, according to R. L. Polk & Co., 169,423 vehicles were registered, compared with 189,785 in 1980.

Table on Page 41

Peterbilt's total of 738 tallies in November was 69 percent higher than the previous year's 437 units, while the non-captive imports were up 32 percent, from 19,405 units in 1980 to 25,614.

White tallies during the month were up 13.8 percent, from 305 in 1980 to 347, and the Mack count increased from 1,580 to 1,792, a gain of 13.4 percent. Kenworth had a 12.9 percent boost, moving from 706 units to 797.

Registrations of Group 1 Dodge trucks were up 9.7 percent, from 7,820 units in 1980 to 8,582. GMC's Group 2 tallies were 2 percent higher for the month, rising from 5,768 units in 1980 to 5,878.

Eleven - month registrations topped the two-million mark in the final days of November, six weeks later than in 1980. At the end of the month, the total was 2,005,683 units, a decline of 12.3 percent from the previous year's 2,285,704.

The count was down in all three market segments and seven of the eight weight groups. Tallies were up substantially for Group 3 vehicles and the non-captive light imports were higher, too.

Light-truck registrations through November were off 11.7 percent, from 2,047,434 in 1980

Continued on Page 42, Col. 5

HD registrations for 11 months decline 17.6 pct.

Eleven-month registrations of new Groups 7 and 8 trucks in the U. S. were down 17.6 percent from 1980, according to R. L. Polk & Co. statistics, dropping from 178,405 to 147,005 units in 1981.

Registrations of vehicles in both groups during 1981 were down by the same percentage—17.6 percent. The Group 7 count in 1981 was 60,458 units, compared with the year-earlier 73,389. Group 8 dropped from 105,016 tallies in 1980 to 86,547.

During the month, 13,264 heavy trucks were registered, a decline of 11.4 percent from the previous year's 14,968 units.

International and Volvo were the only nameplates to show an

Continued on Page 42, Col. 5

U. S. TRUCK REGISTRATIONS

11 months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	11 mos., 1981	Percent Share of '81 market	11 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	646,777	32.25	722,473	31.61	+ 0.64
Chevrolet	594,461	29.64	679,196	29.72	— 0.08
Dodge	150,693	7.51	211,144	9.24	— 1.73
GMC	146,352	7.30	168,007	7.35	— 0.05
International	57,439	2.86	67,464	2.95	— 0.09
Jeep	52,999	2.64	74,882	3.28	— 0.64
Mack	17,619	0.88	19,580	0.86	+ 0.02
Plymouth*	13,742	0.68	26,597	1.16	— 0.48
Kenworth	9,583	0.48	10,368	0.45	+ 0.03
Freightliner	8,159	0.41	9,831	0.43	— 0.02
Peterbilt	5,988	0.30	6,456	0.28	+ 0.02
White	2,687	0.13	4,608	0.20	— 0.07
Volvo	1,514	0.08	868	0.04	+ 0.04
Autocar	1,046	0.05	1,421	0.06	— 0.01
Western Star	706	0.04	1,040	0.05	— 0.01
Diamond Reo	83	——	91	——	.....
Misc.**	295,835	14.75	281,678	12.32	+ 2.43
TOTALS	2,005,683	100.00	2,285,704	100.00	.....

★—No registrations for Oklahoma, 1981 and 1980; Iowa, November, 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

11 months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	11 mos., 1981	Percent Share of '81 market	11 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
International	37,609	25.58	36,321	20.36	+ 5.22
Ford	30,869	21.00	43,166	24.20	— 3.20
GMC	20,132	13.70	27,300	15.30	— 1.60
Mack	16,246	11.05	18,991	10.64	+ 0.41
Kenworth	9,583	6.52	10,368	5.81	+ 0.71
Chevrolet	9,569	6.51	14,735	8.26	— 1.75
Freightliner	8,159	5.55	6,456	5.51	+ 0.04
Peterbilt	5,988	4.07	6,456	3.62	+ 0.45
White	2,687	1.83	4,608	2.58	— 0.75
Volvo	1,499	1.02	866	0.49	+ 0.53
Autocar	1,046	0.71	1,421	0.80	— 0.09
Western Star	706	0.48	1,040	0.58	— 0.10
Diamond Reo	83	0.06	91	0.05	+ 0.01
Misc.	2,829	1.92	3,211	1.80	+ 0.12
TOTALS	147,005	100.00	178,405	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980; Iowa, Nov., 1981.

NEW TRUCK REGISTRATION BY MAKE AND GVW CLASS

11 MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**48**	**48**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	128	128
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**1,046**	**1,046**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	1,421	1,421
BROCKWAY	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Nov. '81**	**27,321**	**20,872**	**1,093**	.....	**38**	**498**	**559**	**138**	**50,519**
	Nov. '80	32,002	25,192	400	.....	62	659	834	151	59,300
	Year to date '81	**320,780**	**245,043**	**10,748**	.....	**695**	**7,626**	**8,448**	**1,121**	**594,461**
	Year to date '80	336,598	313,335	1,501	.....	1,303	11,724	11,957	2,778	679,196
(Memo Units) #	**Nov. '81**	**7,306**	**6,749**	.....	.....	.....	.....	.....	.....	**14,055**
	Nov. '80	14,754	6,879	.....	.....	.....	.....	.....	.....	21,633
	Year to date '81	**119,274**	**76,736**	.....	.....	.....	.....	.....	.....	**196,010**
	Year to date '80	153,726	90,814	.....	.....	.....	.....	.....	.....	244,540
DIAMOND REO	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**6**	**6**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	2	2
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**83**	**83**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	91	91
DODGE	**Nov. '81**	**8,582**	**5,238**	**8**	.....	.....	.....	.....	.....	**13,828**
	Nov. '80	7,820	6,690	124	1	.....	.....	.....	.....	14,637
	Year to date '81	**87,286**	**62,994**	**410**	**3**	.....	.....	.....	.....	**150,693**
	Year to date '80	93,922	112,687	4,344	191	.....	.....	.....	.....	211,144
(Memo Units) #	**Nov. '81**	**4,094**	**3,607**	.....	.....	.....	.....	.....	.....	**7,701**
	Nov. '80	5,064	3,791	103	.....	.....	.....	.....	.....	8,958
	Year to date '81	**50,248**	**37,130**	**26**	.....	.....	.....	.....	.....	**87,404**
	Year to date '80	62,746	70,937	1,964	.....	.....	.....	.....	.....	135,647
FORD	**Nov. '81**	**14,894**	**31,927**	.....	.....	.....	**1,021**	**1,667**	**999**	**50,508**
	Nov. '80	20,282	37,033	5	.....	.....	1,974	2,869	1,021	63,184
	Year to date '81	**215,434**	**386,868**	.....	.....	.....	**13,606**	**22,481**	**8,388**	**646,777**
	Year to date '80	228,703	431,151	509	.....	.....	18,944	30,265	12,901	722,473
(Memo Units) #	**Nov. '81**	**6,295**	**11,534**	.....	.....	.....	.....	.....	.....	**17,829**
	Nov. '80	7,223	11,254	.....	.....	.....	.....	.....	.....	18,477
	Year to date '81	**78,071**	**128,298**	.....	.....	.....	.....	.....	.....	**206,369**
	Year to date '80	93,061	140,859	.....	.....	.....	.....	.....	.....	233,920
FREIGHTLINER	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**848**	**848**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	683	683
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**8,159**	**8,159**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	9,831	9,831
VOLVO	**Nov. '81**	.....	.....	.....	.....	.....	.....	**52**	**64**	**116**
	Nov. '80	.....	.....	.....	.....	.....	.....	68	55	123
	Year to date '81	.....	.....	.....	.....	**2**	**13**	**835**	**664**	**1,514**
	Year to date '80	.....	.....	.....	.....	.....	2	648	218	868
GMC	**Nov. '81**	**4,702**	**5,878**	**34**	.....	**98**	**431**	**784**	**1,132**	**13,059**
	Nov. '80	4,384	5,768	.....	.....	101	697	951	906	12,806
	Year to date '81	**52,975**	**66,337**	**464**	.....	**1,001**	**5,443**	**10,038**	**10,094**	**146,352**
	Year to date '80	48,398	82,544	6	.....	805	8,954	12,512	14,788	168,007
(Memo Units) #	**Nov. '81**	**485**	**1,852**	.....	.....	.....	.....	.....	.....	**2,337**
	Nov. '80	715	1,396	.....	.....	.....	.....	.....	.....	2,111
	Year to date '81	**7,710**	**19,593**	.....	.....	.....	.....	.....	.....	**27,303**
	Year to date '80	8,446	22,483	.....	.....	.....	.....	.....	.....	30,929
INTERNATIONAL	**Nov. '81**	.....	**77**	.....	.....	.....	**1,314**	**1,207**	**1,961**	**4,559**
	Nov. '80	.....	1,528	.....	.....	.....	1,684	1,972	2,009	7,193
	Year to date '81	.....	**2,203**	.....	.....	.....	**17,627**	**16,859**	**20,750**	**57,439**
	Year to date '80	.....	16,670	.....	.....	.....	14,473	16,594	19,727	67,464
(Memo Units) #	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Nov. '81**	**2,986**	**2,127**	.....	.....	.....	.....	.....	.....	**5,113**
	Nov. '80	3,869	2,860	.....	.....	.....	.....	.....	.....	6,729
	Year to date '81	**33,310**	**19,689**	.....	.....	.....	.....	.....	.....	**52,999**
	Year to date '80	45,812	29,070	.....	.....	.....	.....	.....	.....	74,882
(Memo Units) #	**Nov. '81**	**2,986**	**1,624**	.....	.....	.....	.....	.....	.....	**4,610**
	Nov. '80	3,869	1,962	.....	.....	.....	.....	.....	.....	5,831
	Year to date '81	**33,310**	**14,456**	.....	.....	.....	.....	.....	.....	**47,766**
	Year to date '80	45,812	21,010	.....	.....	.....	.....	.....	.....	66,822
KENWORTH	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**797**	**797**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	706	706
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**9,583**	**9,583**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	10,368	10,368
MACK	**Nov. '81**	.....	.....	.....	.....	.....	**127**	**46**	**1,619**	**1,792**
	Nov. '80	.....	.....	.....	.....	.....	99	.....	1,481	1,580
	Year to date '81	.....	.....	.....	.....	.....	**1,373**	**330**	**15,916**	**17,619**
	Year to date '80	.....	.....	.....	.....	.....	589	.....	18,991	19,580
PETERBILT	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**738**	**738**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	437	437
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**5,988**	**5,988**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	6,456	6,456
PLYMOUTH	**Nov. '81**	**712**	**346**	.....	.....	.....	.....	.....	.....	**1,058**
	Nov. '80	1,349	484	.....	.....	.....	.....	.....	.....	1,833
	Year to date '81	**10,062**	**3,680**	.....	.....	.....	.....	.....	.....	**13,742**
	Year to date '80	18,402	8,195	.....	.....	.....	.....	.....	.....	26,597
WESTERN STAR	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**37**	**37**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	107	107
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**706**	**706**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	1,040	1,040
WHITE	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**347**	**347**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	305	305
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**2,687**	**2,687**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	4,608	4,608
MISCELLANEOUS*	**Nov. '81**	**25,356**	**258**	.....	.....	**1**	**220**	**104**	**111**	**26,050**
	Nov. '80	19,404	61	1	1	2	279	135	149	20,032
	Year to date '81	**286,446**	**3,860**	**2**	**8**	**12**	**2,678**	**1,467**	**1,362**	**295,835**
	Year to date '80	275,391	183	13	10	23	2,847	1,413	1,798	281,678
TOTALS	**Nov. '81**	**84,553**	**66,723**	**1,135**	.....	**137**	**3,611**	**4,419**	**8,845**	**169,423**
	Nov. '80	89,110	79,618	530	2	165	5,392	6,829	8,139	189,785
	Year to date '81	**1,006,293**	**790,674**	**11,624**	**11**	**1,710**	**48,366**	**60,458**	**66,547**	**2,005,683**
	Year to date '80	1,047,226	993,835	6,373	201	2,131	57,533	73,389	105,016	2,285,704

★—No registrations for Oklahoma, 1981 and 1980; Iowa, November, 1981.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★—Miscellaneous includes Imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

Gorsuch 'very pleased' with measure

Administration backs Clean Air Act rewrite

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—Abandoning a year-long policy of posturing on clean air policy, the Reagan Administration last week came out in support of a rewrite of the Clean Air Act, supported by a coalition of business and labor, including the U. S. auto industry.

EPA Administrator Anne Gorsuch told an industry-labor group meeting here that she was "very pleased" with a measure introduced just before Christmas by Rep. Thomas Luken, Ohio Democrat; Rep. John Dingell, Michigan Democrat, and others, that incorporates the provisions of an earlier measure sponsored by Rep. Bud Hillis, Indiana Republican, and Rep. Bob Traxler, Michigan Democrat.

It would roll back auto emission standards and substantially eliminate EPA's ability to force a recall of vehicles that do not meet current emission standards.

Gorsuch said Vice President George Bush will help her push for passage of the legislation.

• Environmental groups reiterated their previous objections to the measure, labeling it "a dirty-air Christmas present to the nation that cuts to the heart of the basic federal Clean Air program."

In the Senate Environment and Public Works Committee, Chairman Robert Stafford, Vermont Republican, has thus far shown little inclination to follow Reagan Administration guidelines in rewriting the Clean Air Act, pursuing instead a policy of "fine-tuning" the present Act. Thus far, the full committee has supported this approach.

On the House side, Health and Environmental Subcommittee Chairman Henry Waxman, California Democrat, has pursued a similar philosophy — much to the chagrin of full committee Chairman Dingell, who has been pressing Waxman to conclude lengthy hearings on the subject and get on with writing legislation.

Thus far, Dingell has resisted requests from others interested in fast action on the Clean Air Act rewrite to take the legislation from Waxman's committee for fear of the revolt that this might create in Democratic ranks.

Congressional consideration of Clean Air legislation will resume tomorrow (Jan. 26) when the Senate Environment and Public Works Committee takes up a proposal to ease the current carbon monoxide standard from 3.4 GPM to 7.0 GPM, a move auto makers say will save consumers from $40 to $50 per vehicle with no loss of air quality, but which environmentalists charge will keep 13 major metro areas from meeting ambient air quality standards for the pollutant until after 1990.

CO pollution stems almost exclusively from automobiles and trucks.

Go out there and get 'em, Bill Ford exhorts his team

By Jim Plegue
Staff Writer

DETROIT. — "There's one point above all that I want to make this evening: The U. S. auto industry will come back. It will regain leadership. It will regain competitiveness."

Knute Rockne move over.

Like a coach delivering a rousing half-time pep talk, William Clay Ford, vice chairman of the Ford Motor Co. (and owner of the Detroit Lions professional football team), told his team that there is a bright future, that there will be a resurgence in the domestic vehicle market.

Ford's "team" was area dealers and others attending the annual Detroit Auto Show Industry Dinner here Jan. 19 at Cobo Hall. Ford was the keynote speaker and he didn't disappoint. He told an attentive audience that business will improve but "we're going to have to work hard for it."

He congratulated dealers for surviving during the flat economy, saying: "You've demonstrated your business abilities in the toughest market situation in the history of our business."

Ford said performance is coming back. "We're putting fun back into cars . . . we're going to give the customer new cars that handle well, that have exciting stying, that slam them against the back of their seats, if that's what they want.

"I think it's high time we give consumers what they want, not what the government thinks they should have, or what our social critics have decided buyers should have."

VW point opens

SMITHFIELD, R. I. — Mutual Volkswagen is Rhode Island's newest Volkswagen dealership.

Chase Manhattan and Volvo sign financing deal

Continued from Page 2

handle also match closely with the Chase preferred customer.

James confirmed that the operation would be handled out of a central location, his division's offices in Lake Success, N. Y.

He said there probably will not be offices across the country to handle this operation, though his staff will be traveling to dealerships to keep the personal contact.

While the specific methods of operation have to be finalized, James said there will be a toll-free telephone number available to the dealers.

For retail finance, the dealer, will be able to call with the credit information and get approval. The payout will be made after the paperwork is received by the bank, but with this method the dealer will know of financing approval and will not have to wait.

Meyers is odd man out in top-level shakeup

Higher profile for French at AMC

Continued from Page 1

tional and special vehicle operations: Lawrence H. Hyde, vice president of those operations (especially Jeep sales and development overseas) continues to report to him.

That leaves Jose Dedeurwaerder—who left Renault only four months ago for the No. 3 AMC slot — as the No. 2 man: President, chief operating officer and effectively in charge of North American operations.

At the same meeting, the board set up a new executive committee: Tippett, Dedeurwaerder and, in the role of committee chairman, the former AMC board chairman himself, Roy D. Chapin Jr.

The management changes are being viewed in Detroit as an attempt by Renault to diplomatically increase its involvement in AMC without exercising its stock option.

Renault's hold on AMC has been increasing gradually. It has invested $350 million to date in the money-losing AMC operations. AMC officials have admitted in the past that Renault will be at the helm in development of all future products except four-wheel-drive vehicles. And Dedeurwaerder's arrival at the AMC engineering complex in September marked the second time a high-ranking Renault manager was recruited to run AMC operations.

• While AMC officials proclaimed the alliance was a marriage, there was little doubt that Renault was head of the household.

Renault U.S.A. General Manager Pierre Gazarian admitted that Renault is following its money into AMC — as auto analyst Arvid Jouppi had speculated in the daily press when the shakeup was first announced.

But Gazarian portrayed Dedeurwaerder's rapid ascent up the AMC ladder as the result of a desire for continuity by the AMC board rather than a further move by Renault into AMC management.

With Meyers stepping out of the picture, it was only natural that the No. 2 man, Tippett, would be named chairman, and the No. 3 man, Dedeurwaerder, would move up a notch, too, Gazarian said.

Jouppi and other industry analysts speculated cause and effect were reversed from Gazarian's scenario. With AMC continuing to lose money and both U. S. sales and market share down from a dismal 1980, Renault felt a need to protect its investments, according to this version.

"They could not have two very strong American influences (Tippett and Meyers) where French capital was keeping everything together," Jouppi told Automotive News.

The AMC management change —even with its implication of a stronger role for Renault, 100-percent owned by Mitterand's France—caused hardly a ripple on Wall Street.

Less than one week after the shakeup, AMC stock was again being traded at 2¾, and it closed the first few days only fractions of a point below the Jan. 14 level.

Gazarian didn't rule out additional infusions of French capital into AMC in the future. Indeed, at the Jan. 15 board meeting, AMC amended its agreements with major bank lenders and with Renault that reduced net-worth restrictions.

An AMC spokesman said the amendments had nothing at all to do with the changes in management.

Yet, indirectly, they do. Anything affecting AMC profits concerns Renault. Renault definitely has bottom-line financial expectations for AMC. It wants the AMC "to stand on its own feet" financially, Gazarian said. And it wants it to sell 100,000 to 150,000 Renault cars a year stateside "very quickly," although this obviously may take more time than anticipated, he said.

In all of 1981, Renault sold only 30,869 cars in the U. S. and that was nearly 22 percent better than in 1980. But when the Renault Alliance starts rolling off the AMC Kenosha (Wis.) line for 1983, the market will suddenly be hit with three times the usual number of Renaults.

• Therein lies one reason for Tippett's rise to the top. Respected through the industry as a master marketer, Tippett clearly has his job cut out for him.

Tippett's first job in the auto industry was with Ford Motor Co.

He came from an ad post at Procter and Gamble to Ford Autolite Division in 1964, and moved up the marketing ladder at Ford and Lincoln-Mercury divisions.

He became vice president of product and marketing for Philco-Ford in 1972, and in 1973 moved to England as director of sales and marketing for Ford of Europe.

He left Ford for STP Corp. in 1975 and was subsequently named president. Then came Singer Corp: Corporate vice president/president of the Sewing Products Group.

Tippett joined AMC as president in October, 1978, filling the vacancy left by Meyers' ascent to chairman when Roy Chapin Jr. retired. Tippett was 45 years old then; today the new AMC chairman is 49.

• Chapin, too, has a heavy streak of marketing in him, although it is likely that his heritage as a second-generation AMC man and his international reputation as a first-class industrialist will be of most use to AMC and Renault now.

Chapin, now 66, will not be taking a day-to-day role in the company. He has continued since his retirement to serve as a consultant to AMC.

Chapin's first job with the firm his father helped found — Hudson Motor Car Co.—was as a test driver, back in 1938. When Hudson and Nash-Kelvinator merged in 1954 to form American Motors, Roy Chapin Jr. was elected to the board.

Over the years, he was AMC treasurer, vice president and executive vice president. He took over as chairman in 1967.

Under his auspices, AMC launched that marketing ploy that has become an industry-wide standard: The Buyer Protection Plan, a comprehensive 12-month/12,000-mile warranty.

Chapin was hailed by Advertising Age as 1972 Adman of the Year for that one; stockholders hailed him for the 21-percent sales gain the plan helped generate.

• Dedeurwaerder recalled it was Chapin, as international vice president, who orchestrated the first encounter between Renault and AMC 20 years ago, when Renault began assembling AMC vehicles in Europe.

Chapin was also responsible for AMC's purchase of Kaiser Jeep in 1970. AMC acquired the company over the protests of Meyers, then vice president of manufacturing.

It was this difference of opinion that prompted talk in Detroit of a rift between Chapin and the man who succeeded him as chairman in 1978. But although Meyers wasn't Chapin's first choice for a successor, Chapin apparently never disapproved of the appointment, Jouppi said.

The latest management shakeup—which brings a bigger role to Chapin and a lesser one to Meyers — apparently was not orchestrated by Chapin.

Chapin's new role is to some degree an expansion of his consulting functions. And it certainly gives at least an appearance of continuity, and probably the real thing as well, to the new management team.

Roy Chapin Jr., incidentally, has passed the auto legacy onto a third generation of his family. His youngest son, Bill, 33, is manager of Renault product planning for AMC. He also did a short stint in three AMC zone offices.

• The mystery man to the U. S., of course, is Dedeurwaerder — pronounced roughly duhrdoo-wah-dair.

Sitting in his office seven months ago, Meyers told Automotive News that AMC was looking for a top-flight manufacturing man from Renault for the Kenosha launch of what is known in Europe as the R-9, but is to be called Alliance when it debuts here as a 1983 model.

The man that Meyers got was Dedeurwaerder. The 23-year Renault man had launched the R-9, and he is given credit in Renault circles for making the Douai (France) assembly plant the most modern, robotized plant in the world.

Now 49, Dedeurwaerder has been chief executive officer of Renault, Mexico (1973-76), industrial director of Renault Argentina (1967-73) and manufacturing director of Renault Belgium (1958-67). He was director of stamping and assembly at Douai until joining AMC in September, 1981, as executive vice president.

He is married, has one daughter, lives in a northern Detroit suburb and said he hasn't had time for golf or scuba diving since joining AMC.

Of Flemish extraction, Dedeurwaerder was a reserve officer—an electronics specialist—in the Belgium Navy until the traditional retirement age for reservists. He holds an engineering degree.

The product, not marketing, will be the area of concentration for successful auto makers of the 1980s, Dedeurwaerder told Automotive News. He also projected a corporate strategy in which engineers, accountants, sales staffs and other auto specialists will work more closely.

AMC and Renault will work more closely, too, he said.

• But he said he did not foresee more Renault people coming to AMC to fill top-level posts.

Dedeurwaerder and Jean-Marc Lepeu, AMC financial vice president, were both recruited from Renault, and AMC has sent one of its top men to Renault, as well.

That kind of permanent exchange is to be replaced by temporary personnel exchanges, Dedeurwaerder said. AMC management is to remain in Detroit, he said.

There are five Renault representatives, including a New York investment banker, on the 16-member AMC board. Dedeurwaerder, also on the board since September, isn't counted among those five.

Any sales/marketing executive to be appointed by AMC would have to be an American who knows the market, he said.

Dedeurwaerder's transfer to AMC was smoothed by the fact that he worked for two years with AMC people in France on the R-9 launch. He came monthly to AMC's Detroit engineering complex.

He said he has not signed a contract that specifies any length of time he is to serve in his new post. He is and feels very much as AMC employe, and will stay as long as the board wants him, he said.

The Kenosha plant is being tooled up to produce 800 to 1,000 Alliances a day, but there is no plan to drop the Concord and Spirit as long as demand holds up, he said.

He noted that the commonality of parts with the 4WD Eagles keeps the components for the two-wheel-drive vehicles in production and, ultimately, reduces the cost of the two-wheel-drive cars, thus lengthening their life spans.

• In the press release announcing the management change, AMC said Meyers "wished to pursue other interests and felt the time had come to turn over leadership of the company to the new team which he had put in place."

Meyers, now 53, entered the auto industry in 1950 at Ford. In 1957, he went to Chrysler, where he did stints in Ohio and Geneva. By 1960 he was director of manufacturing for all of Chrysler's overseas plants.

He joined AMC in 1962 as director of purchase analysis, and repeated his Chrysler-like rapid ascent. In 1967 he became vice president—automotive manufacturing; in 1972, group vice president—product; in 1977, president and chief operating officer; in 1978, chairman.

Last year the French government, which owns Renault, gave him its highest award — the Cross of the Chevalier of the French Legion of Honor — for strengthening Franco-American relationships through the AMC-Renault deal.

W. Paul Tippett

J. J. Dedeurwaerder

Roy D. Chapin Jr.

Gerald C. Meyers

Scattered gains mark November truck market

Continued from Page 18

to 1,808,591. Mediums were down 15.7 percent to 50,087 units, compared with 59,865 the year earlier. Heavies were down 17.6 percent, from 178,405 units in 1980 to 147,005.

There were 290,303 non-captive import registrations in the January-November period, an increase of 5.4 percent over the year-earlier 275,412 and 22.3 percent higher than 237,339 units tallied in the like period in 1979.

The Group 1 non-captive count through November was up 4 percent, from 275,391 in 1980 to 286,446. There were 3,856 Group 2 tallies, 285.6 percent higher than the year-earlier 10. In Group 3, there was one tally, compared with 11 in 1980.

Total industry registrations of Group 1 trucks were down 3.9 percent to 1,006,293 units, compared with 1,047,226 in 1980. Group 2 was off 20.4 percent, from 993,835 in 1980 to 790,674. Group 3 was up 82.4 percent to 11,624 tallies, compared with 6,373 in 1980.

In Group 4, there were only 11 registrations through November, a decline of 94.5 percent from the previous year's 201 units. Group 5 was off 19.8 percent, from 2,131 in 1980 to 1,710, while the Group 6 total of 48,366 units was 15.9 percent lower than the year-earlier 57,533.

Registrations of both Groups 7 and 8 trucks were down 17.6 percent from the previous year's counts. Through November, there were 60,458 Group 7 tallies, versus 73,389 in 1980. The Group 8 count was down from 105,016 to 86,547.

HD registrations for 11 months decline 17.6 pct.

Continued from Page 18

improvement in units registrations through November over the previous year.

International's 11-month total was 37,609 units, an increase of 3.5 percent over the year-earlier 36,321. The company's sales and registrations in 1980 were seriously affected by a six-month shutdown due to a UAW strike.

Volvo's 1981 count through November was 73 percent higher than the previous year, 1,499 units versus 866.

International increased its share of the 11-month industry total by 5.22 percentage points. In 1980, its 36,321 registrations accounted for 20.36 percent of the total, compared with 25.58 percent in 1981 on 37,609 tallies.

No. 2 Ford, which was the leader in 1980, suffered a loss of 3.20 percentage points in market share over the 11-month period. Its 30,869 tallies through November accounted for 21 percent of the total, compared with the year-earlier 24.20 percent on 43,166 registrations.

Other gainers in penetration through November were Mack, Kenworth, Freightliner, Peterbelt, Volvo, Diamond Reo and the miscellaneous group. Other losers were GMC, Chevrolet, White, Autocar and Western Star.

Tire prices raised

AKRON. — Price increases of 1.5 to 5.5 percent have been announced by General Tire & Rubber Co. on its passenger, truck, farm and industrial tire lines.

factories list auction dates

American Motors

Jan. 26 — Ohio Auto Auction, Columbus, O; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Jan. 27—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Jan. 28—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Jan. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Feb. 2 — D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

Feb. 3 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.

Feb. 4—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.

Feb. 9 — Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 10—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 11—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 12—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Feb. 16—D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

Feb. 17 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.

Feb. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.

Feb. 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 24—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 25—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich.

Ford Motor Co.

Jan. 26 — Harrisonburg Auto Auction, Harrisonburg, Va.

Jan. 27—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Northway Exchange, Clifton Park, N. Y.

Chrysler Corp.

Jan. 26—Big "H" Auto Auction, Houston, Tex.; Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Jan. 27—St. Pete Auto Auction, St. Petersburg, Fla.

Jan. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used car sales
Auction Averages

January to date	$4,880
Month ago	$4,117
Year ago	$4,009

Model breakdown
Auction Averages

	January To Date	December	November
1982	$7,021		
1981	6,661	$6,424	$6,689
1980	5,278	5,363	5,454
1979	4,546	4,321	4,657
1978	3,569	3,475	3,782
1977	2,943	2,590	2,733
1976	2,528	2,026	2,099
1975	1,695	1,361	1,562
Overall Average	$4,880	$4,117	$4,315

New Bridgeport dealer officers

Officers for the coming year recently installed by the Bridgeport (Conn.) Auto Dealers Assn. are, from left, Leonard Napoli Jr., Napoli Motors, Milford, treasurer; Tom Jones, Curran Volkswagen, Stratford, secretary; James Barry, Barry Oldsmobile-Cadillac, Stratford, president, and Paul Miller Buick, Fairfield, vice president.

To test product improvements for 1982

Subaru salesmen take to the track

SONOMA, Calif. — Subaru salesmen literally got a feel for their '82 lineup at two ride-and-drive sessions at the Sears Point race track here.

Hosted by Subaru of Northern California, about 170 salesmen attended from all 50 of the distributor's dealerships in northern California, Nevada and Utah.

Under the guidance of Bob Bondurant and nine professional drivers from the Bob Bondurant School of high performance driving, the salesmen drove the '82s through curves and straightaways, in a slalom course and around the track.

To demonstrate Subaru's four-wheel-drive capabilities, a special off-road drive was set up. Heavy rains during the two days added to the test.

After each salesman was driven around the track by a Bondurant instructor, he tested the car's driveability for himself.

Before the test driving began each morning, salesmen met with Subaru of Northern California General Manager Barry Moore, who reviewed their sales records for '81 and laid out 1982 objectives.

Erwin Sedlmayer, product planner at the Subaru Technical Center, outlined the 35 product improvements for 1982.

The pre-introduction-day ride-and-drives got the dealer staffs back in time for the 1982 launch. The new models were brought in with television spots and a promotion that tied into Subaru's sponsorship of the U. S. Olympic ski team.

A 30-second television spot, dubbed "Skibaru in a Subaru" stressed the fun of driving the cars. The 4WD option that makes driving through snow easier was also stressed.

Custom-made ski hats and sun glasses — again promoting Subaru and the U. S. ski team — were given to anyone who came in to test drive an '82.

Luna heads deal

BELEN, N. M.—Casey Luna is the new owner of Casey Luna Ford-Mercury here.

used-car auction directory

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Automotive News

Citation is second, Escort third

Chevette is top-selling '81 nameplate

By Jenny L. King
Staff Writer

The nameplate sales race is an interesting reflection of the vagaries of consumers' tastes each year.

Using the domestic industry's 5.65-percent sales decline as a point of reference, following are some examples of the fortunes of the best-selling U. S.-built cars in 1981.

Chevrolet Chevette moved into first place, having lost out to Chevrolet Citation in 1980 by less than 1,000 units. Even so, Chevette sales of 346,307 were down 7.40 percent from 373,988 a year earlier. Citation, No. 2 in 1981, was down 19.89 percent, to 300,184 from 374,706.

Ford's Escort replaced the company's Fairmont as the No. 3 seller for the year. Escort, of course, was on the market only three months in 1980, so its sales increased four-fold in '81, to 284,907 from 60,196. Fairmont sales collapsed, down 35.88 percent to 182,909 from 285,272, putting it in 11th place.

Oldsmobile Cutlass Supreme climbed into fourth place from sixth. Its sales were up 2.81 percent, to 266,070 from 258,789. Chevrolet Malibu, though its sales plunged 21.14 percent, slipped only one place, to fifth from fourth, while standard Chevrolet sales dropped 19.63 percent and it lost ground, moving to sixth from fifth place.

Buick's Regal coupe improved its lot, moving into seventh from ninth place, with a sales increase of 4.58 percent. Buick Skylark sales soared 14.07 percent, and the nameplate captured eighth place, up from 11th.

Combined Reliant/Volare sales totaled 196,997, giving the Plymouth K-car and its forerunner ninth place, followed by Oldsmobile Cutlass sedan in 10th. Cutlass sales dropped 10.83 percent in 1981, to 187,952 from 210,784.

There are 79 nameplates on the current list, including twelve new in 1981: Pontiac T1000, Ford EXP, Mercury LN7, Cadillac Cimarron, Lincoln Continental, Oldsmobile Cutlass Ciera, Buick Century (front drive), Chrysler New Yorker, Dodge 400, Chrysler LeBaron (front drive), Chevrolet Celebrity and Pontiac 6000. The new nameplates went on sale as 1982 models at various times during 1981.

DOMESTIC SALES BY NAMEPLATE

1981 vs. 1980

1981 Pos.	1981 Sales	Make	1980 Sales	1980 Pos.
1	346,307	Chevette	373,988	2
2	300,184	Citation	374,706	1
3	284,907	Escort	60,196	39
4	266,070	Cutlass Sup.	258,789	6
5	211,130	Malibu	267,732	4
6	210,424	Chevrolet	261,819	5
7	208,329	Regal Coupe	199,207	9
8	200,460	Skylark	175,741	11
9	196,997	Reliant/ Volare	104,836	†
10	187,952	Cutlass	210,784	8
11	182,909	Fairmont	285,272	3
12	162,445	VW Rabbit	177,106	10
13	161,158	Monte Carlo	165,638	12
14	158,662	Olds 88	147,997	14
15	154,985	Mustang	225,290	7
16	149,653	Aries	80,876	††
17	138,948	Cadillac	126,151	20
18	128,236	Grand Prix	118,414	21
19	123,676	Regal Sedan	145,894	15
20	113,109	Ford	142,819	16
21	109,981	Omega	87,262	27
22	106,996	Granada	88,371	26
23	94,606	Camaro	116,824	22
24	92,809	Lynx	18,196	61
25	88,072	Cavalier/ Monza	150,320	13
26	84,583	Olds 98	73,464	32
27	82,620	Pontiac	105,398	23
28	82,285	Phoenix	98,952	24
29	82,263	LeSabre	89,429	25
30	75,884	J2000/ Sunbird	132,630	18
31	75,377	Horizon	78,823	30
32	73,988	Bonneville/ LeMans	77,911	31
33	69,775	Thunderbird	127,248	19
34	59,846	Concord	64,991	35
35	57,234	Electra	61,792	37
36	56,038	Omni	61,240	38
37	55,868	T1000	.....	
38	54,502	EXP	.....	
39	54,389	Eldorado	52,142	43
40	53,145	Mercury	52,645	42
41	52,188	Firebird	81,592	29
42	51,815	TC3	53,971	41
43	51,743	024	46,658	46
44	50,603	Zephyr	87,032	28
45	47,964	Riviera	42,917	48
46	47,151	Capri	62,592	36
47	46,750	Cougar	31,710	56
48	43,221	Eagle	32,641	55
49	38,609	Toronado	37,051	49
50	36,311	LeBaron (rear drive)	65,519	34
51	33,504	Spirit	49,723	45
52	29,733	Mark VI	35,371	51
53	29,178	Lincoln	30,114	57
54	29,039	Corvette	36,507	50
55	28,706	XR-7	51,857	44
56	25,598	Diplomat	33,157	53
57	23,904	Cordoba	44,908	47
58	22,724	Seville	34,709	52
59	18,217	LN7	.....	
60	17,080	Chrysler	29,321	58
61	14,604	Cimarron	.....	
62	13,947	Mirada	27,595	59
63	10,680	LeBaron (FWD)	.....	
64	10,037	Pinto	142,467	17
65	5,894	New Yorker	.....	
66	5,628	Dodge	16,934	63
67	4,919	Continental/ Versailles	4,219	67
68	4,649	Imperial	2,497	69
69	3,150	Dodge 400	.....	
70	2,882	Cutlass Ciera	.....	
71	2,691	Century (FWD)	.....	
72	2,169	Bobcat	26,821	60
73	1,409	Plymouth	13,682	64
74	1,361	Celebrity	.....	
75	1,325	Pontiac 6000	.....	
76	111	Pacer	2,083	70
77	.....	Skyhawk	5,388	65
78	.....	Starfire	5,334	65
79	.....	LTD II	3,012	68
	6,206,296	Total	6,578,275	

†Reliant/Volare combined for 1981. In 1980: Volare was 33rd with 72,116 sales; Reliant was 54th with 32,720 sales.

††Aries/Aspen combined for 1981. In 1980: Aspen was 40th with 55,092 sales; Aries was 61st with 25,784 sales.

Rose notches 25

S. Michael Rose, left, dealer-operator of S. M. Rose Corp., Bronx, N. Y., receives Chevrolet's 25-year dealer award plaque from William K. Gerrard, Atlantic Coast regional manager.

EPA meeting set

WASHINGTON. — The EPA will hold a hearing Feb. 2 at its Ann Arbor (Mich.) facility to discuss its proposal to allow the averaging of diesel particulate emissions beginning with the 1985 model year.

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- candidates develop awareness of their role as chief executive officer and opportunity to practice leadership skills

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GM and UAW can't agree on major contract issues

Auto talks recessed; Ford may set pattern

Continued from Page 1

J. Pestillo, vice president, labor relations, said he is not sure if GM negotiations have reached an impasse or are at a pause, but he indicated that whatever happens with GM should have very little bearing on Ford's bargaining progress or decisions.

"We expect to do things, if we reach an agreeemnt, that would be very, very attractive to the people of Ford Motor Co.," Pestillo said. "I don't intend to stage any holdup."

• In the past Pestillo has mentioned phased-in benefits based on seniority changes in the lines of demarcation and reducing time off with pay as ways to cut labor costs.

While negotiations never reached any great momentum at Ford, bargaining at GM steamed along. When it broke down, both Fraser and Alfred S. Warren, GM labor relations vice president, said they were "disappointed" an agreement could not be reached.

"We regret very much to learn of the UAW's decision to recess our discussion," Warren said. "It had been our hope to continue and to come to some kind of a successful termination. We regret it very much, not only for the UAW, but also for our employes and our customers, dealers and the nation as a whole."

He said the industry cannot wait until July to cut its labor costs and needs something now.

While negotiations were recessed at GM, Fraser was quick to point out that there was movement, just not enough in the economics, outsourcing, job security and contract length areas.

"I don't mean to leave the impression there wasn't progress in all of these areas," he said. "It's just insufficient progress to result in an agreement."

According to sources, the union wanted a 15-month contract which, if negotiated, would have expired in April, 1983, in the midst of the usually profitable spring selling season. Both Ford and GM are expected to bring out competitive models then.

The union also asked for a moratorium on outsourcing and demanded all operations moved overseas within the past year be returned to the U. S. Also, sources say, the union wants company-wide seniority rather than a plant-by-plant plan.

The UAW plan also dropped labor costs by about $3.50 per hour.

• While Fraser said the union allowed enough time to reach an agreement, he said not having a pressure point, namely a strike deadline, might have caused problems. The union had made Jan. 23 the deadline for new agreements allowing two weeks between the GM and Ford Council meetings in Chicago Jan. 8 and the meetings in Washington last Saturday.

Another problem, according to sources, was a statement by GM Chairman Roger B. Smith in the Detroit Free Press last week. In that story, he said if the union did not grant concessions, plants would be closed and more layoffs would result. GM currently has about 125,000 hourly workers on indefinite layoff.

Smith's statement angered rank-and-file and the negotiating committee, who looked at it as a threat, sources say.

Warren said GM has held back on some of its anticipated plant closings because of the early talks. He said he would not directly link any future closings to the lack of an agreement but said some plants will definitely be closed because of market conditions.

GM has not closed any plants in the three years since the sales slump began. But 19 of its 35 car lines now have inventories over 100-days. The J-cars are exceptionally heavy with 279 days for the J2000, 276-days for the Cavalier and 155 days for the Cimarron.

GM also has a problem with future sales. It had promised to pass on all labor cost savings resulting from the negotiations directly to the consumers by cutting car prices. The market has been slow while customers wait to see how much the prices would drop. Now, if negotiations do not continue, GM must counteract that publicity and still hope to generate sales through other promotions.

Both Fraser and Warren admitted that not resuming negotiations would hurt sales and cost jobs.

• At the start of negotiations both sides agreed to withdraw their proposals if a settlement could not be reached, but Warren said he doesn't see GM discarding that framework although it might be altered if too much time passes.

The framework also would have allowed an independent CPA to see GM's books, provided for job security and equality of sacrifice.

Ford, however, withheld its agreement to the principles, demanding more time to analyze the proposal.

Some analysts have said the pricing strategy was a marketing game which GM would have won. According to one analyst, GM would have benefitted greatly from the price cut while Ford's market share would have been destroyed.

The analyst said GM's small-car market is sliding but the company has the ability to cut prices. Ford, however, has priced its cars below its competitors, according to Philip Caldwell, Ford chairman, and cannot afford to cut its prices equally with GM, which could hurt Ford sales.

GM kept Ford in dark about price-cut plan

DETROIT. — Two days before General Motors announced its pricing agreement with the UAW, top officials of GM and Ford Motor Co. met to map joint bargaining strategy, according to the Detroit Free Press.

Although GM officials had been meeting with the UAW since Nov. 14 on the pricing issue, they did not reveal the strategy to Ford, the story said. The meeting involved GM Chairman Roger B. Smith and Ford Chairman Philip Caldwell along with top negotiators for both sides.

After UAW President Douglas A. Fraser announced that GM would cut car prices penny for penny on any labor-cost savings generated by the new contract, Caldwell telephoned Smith and "reamed his ass," the Free Press said.

Although antitrust laws prohibit companies from discussing pricing policies, the story said UAW officials were dismayed with GM's cavalier handling of the situation.

Labor snag cancels GM price-cut ad blitz

DETROIT. — General Motors called off a multi-media advertising blitz which had been tentatively set for today (Jan. 25), following a breakdown in labor negotiations.

The ads had been planned to announce price reductions.

A new industrial revolution seen by Northwood official

DETROIT. — U. S. companies are creating another industrial revolution, the chancellor of Northwood Institute told an Adcraft Club of Detroit meeting.

Dr. David E. Fry cited several reasons for optimism about the future of U. S. industry.

Productivity has become a "consuming desire" for dozens of firms which are running serious programs to improve it, he said. He cited quality circle groups, increased use of robotics and computers in design and production as examples of how productivity is being stepped up.

"Hundreds of companies are introducing programs aimed at tapping experiences, resources and the advice of their employes . . . quality circle programs have grown one-hundred-fold in 10 years," Fry said.

"Incentive plans are exploding. Profit sharing is gaining adherence in many new places . . . a General Accounting Office study last year showed an average 17 percent work force cost savings for firms using one of these programs," he added.

Robots and computer-aided design and computer-aided manufacturing are in the midst of a revolution, he said.

"General Motors introduced robot welders in 1970 and expects to be using thousands by 1990 and that is only the tip of the iceberg," Fry said.

New corporate structures are evolving to meet new times, and strategic planning is taking a much higher profile, he said.

"Increasingly, if a company wants to get into a market it will often 'buy in' directly rather than starting its own operation," he said. "In the obverse, companies are selling off losing lines much more easily than they used to . . . Several major companies decided it is better to be a smaller survivor than a larger failure."

Finally, he added, research and development for the future is back.

He cited United Technologies as spending an additional $4 million in the next five years on R&D and Allied Corp. as doubling its 1982 R&D over 1979.

"These changes are real. They are signs of vitality, and they are not the thrashing of a dying dinosaur," he concluded.

Chrysler seeks expansion of pension deferral

DETROIT. — Chrysler Corp. has asked the UAW to extend its deferral agreement for about $187 million in pension fund payments, due last year. The union is considering the proposal.

According to a Chrysler spokesman, the company is asking for the extension because of its dwindling cash position. Deferral of the payments would have Chrysler about $93 million in each of the first two quarters of the year.

Barnes Chevrolet point purchased by Allen

BOISE, Idaho.—Bob Allen, a Chevrolet dealer in Royal Oak, Mich., has purchased Larry Barnes Chevrolet, a 28-year-old Boise dealership. Allen said his outlet in Michigan is in the path of an expressway now under construction.

Larry Barnes will retain his two Subaru dealerships as well as his Subaru distributorship serving all of Canada.

North American Auto Plants Closed 1979-1981

Date	City & State	Plant	Company	Employment*
July, 1979	Lyons, Mich.	Lyons Trim	Chrysler†	780
Jan., 1980	Hamtramck, Mich.	Hamtramck Assembly	Chrysler	2,900
March, 1980	Fostoria, Ohio	Fostoria Foundry	Chrysler	375
July, 1980	Fenton, Mo.	Missouri Truck	Chrysler	2,100
Aug., 1980	Detroit, Mich.	Eight Mile Stamping	Chrysler	1,200
Nov., 1980	Detroit, Mich.	Huber Foundry	Chrysler	1,300
Dec., 1980	Cape Canaveral, Fla.	Cape Canaveral Wire Products	Chrysler	500
April, 1981	Detroit, Mich.	Lynch Rd. Assembly	Chrysler	2,300
Oct., 1979	Fairfax, Ohio	Fairfax Transmission	Ford	100**
Feb., 1980	Los Angeles	Los Angeles Assembly	Ford	2,400
June, 1980	Mahwah, N. J.	Mahwah Assembly	Ford	5,275
June, 1980	Dearborn, Mich.	Dearborn Specialty Foundry	Ford	600
Dec., 1980	Flat Rock, Mich.	Michigan Casting	Ford	2,200
Nov., 1981	Northville, Mich.	Northville Valve	Ford	275

*Employment figures include both hourly and salaried workers.

† Chrysler also sold the Michigan City (Ind.) Molded Plastics Products operation as a going concern in August, 1981 and consolidated the Scio (Mich.) Introl operation with Huntsville (Ala.) Electronics in October, 1981. The other Introl facility in Ann Arbor, Mich., was sold to GT Products in January, 1982. Many laid-off workers were offered jobs at other Chrysler plants.

**Workers at the Fairfax facility were transferred to either the Batavia or Sharonville (O.) transmission plants.

Shirley marks 25

C. G. Shirley, right, owner-operator, Twin City Pontiac, Champaign, Ill., is presented with an exclusively designed silver-on-walnut plaque for more than 25 years of service, by H. T. Ridsdale, St. Louis zone manager.

Peugeot elevates ski sponsorship to national level

LYNDHURST, N. J.—Peugeot Motors of America's involvement in professional skiing has been expanded to include a national final as the company is sponsoring the only professional downhill ski race in the U. S. this year.

Anthony Aldarelli, general sales manager for the company, said recently that the national effort, under the banner of the Peugeot Grand Prix, was not in the company's game plan for this year, but with the canceling of another tour, this became the "only game in town," and Peugeot decided to increase its activity to include the national final.

There will be 35 races throughout the country on this circuit, he said, adding that Peugeot's "main goal this year is to make these races the most professional anyone has run."

The company began its involvement with professional skiing several years ago and limited its activity at first to the Northeast, then gradually expanded to other areas of the country.

This slow growth was anticipated to continue this year, he said, but the opportunity to create a national effort was presented and the company decided to take advantage of it.

Import stockpile rises again to 60½ day supply

Continued from Page 1

des-Benz (46½ days), BMW (51½ days) and Porsche (58 days). Volkswagen of America had a 78-day supply of Audis and a 138-day stock of imported VWs. (It also had an 83-day supply of U. S.-built Rabbits in stock.)

Other new-car inventories included Saab, 88 days; Volvo, 89 days; DeLorean, 92 days; Peugeot, 102 days; Jaguar Rover Triumph, 109 days; Alfa Romeo, 110 days; Renault, 175 days; Fiat, 234 days, and Lancia, 250 days.

Days-supply figures for imported pickup trucks in stock Jan. 1 were: Toyota, 60; Datsun, 89; Ford Courier, 111; Isuzu, 200; Chevrolet LUV, 215, Chrysler Corp./Mitsubishi, 237, and Mazda, 252.

With 10 GM plants on the sidelines

Week's car output rises to 92,815

By Patricia Hoffman
Staff Writer

Operations at all Ford Motor, Chrysler Corp., Volkswagen of America and Checker Motors facilities last week helped boost domestic auto production 56.03 percent over the previous week's output.

Last week, the makers scheduled 92,815 units, up from 59,465 the previous week, but down 21.27 percent from 117,886 the comparable 1981 week.

For the first three weeks of production this year, the makers have finished 203,208 units, a drop of 41.19 percent from 345,531 in last year's comparable period.

Eleven assembly points were idle last week for changeover/inventory adjustments. Ten of them were General Motors plants.

GM's Arlington, Baltimore, Framingham, Fremont, Lakewood, Lordstown, Willow Run and Wilmington facilities and American Motors' Kenosha point were all down for inventory control.

GM's Janesville plant was idled last week for changeover to the new J-cars. The plant previously built full-sized Chevrolets.

Also at GM, the Oklahoma City plant was idled Jan. 15 for conversion to a new line of automobiles after a decline in sales of the currently built X-body cars.

According to GM, the facility will continue production of the Chevrolet Citation when operations return sometime in mid-1982. Assembly of the Phoenix will be halted at the plant, leaving Tarrytown the sole producer of that car. GM has not said what other line Oklahoma City will assemble when production resumes.

GM has slated downtime at eight assembly points this week (Jan. 25). They are: Arlington, Baltimore, Framingham, Janesville, Lordstown, Oklahoma City, Willow Run and Wilmington.

On Feb. 1, GM will drop one shift at Fremont. Production will be at 45 units an hour on one shift from the current 45 units an hour on two shifts. This will put 1,900 workers on indefinite layoff.

California to explain rules on sale of 'federal' vehicles

SACRAMENTO. — New provisions that could allow the sale in California of cars certified only to federal emission standards will be explained by the California Air Resources board in El Monte March 4.

The changes stem from legislation passed by the State Legislature last year that:

1. Prevent the ARB from adopting primary emission standards prior to the 1986 model year which are most stringent than those in effect on May 20, 1981.

2. Require the ARB, by the beginning of the 1983 model year, to adopt regulations which allow federal vehicles to be sold in California provided that no comparable model is available in California and that federal vehicle emissions which exceed the California standards are offset by a manufacturer's California certified vehicles which are below the California standards.

3. Require the ARB to adopt regulations which reduce the amount of assembly-line testing of large engine families.

The ARB staff believes only a very few models are not available in California that might qualify for the offset program, such as manual-transmission versions of high-performance cars like the Camaro.

ARB said it will permit the sale of the federal vehicles but only if the maker has California-certified vehicles that are enough below the California standards to offset the excess emissions from the federal vehicle.

ARB said that means that, in addition to the grams-per-mile number differences, the vehicles must also be able to offset inherent emission differences between California and federal vehicles stemming from California's more-stringent requirements pertaining to emission-control warranties, allowable maintenance regulations, high-altitude requirements and other protocol variations.

ARB said offsets will be allowed only between like classes of vehicles and like classes of pollutants. It said offsets must also be used in the model year in which they are accrued and carryover will not be allowed.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 23, 1982	Week Ended Jan. 24, 1981	Week Ended Jan. 16, 1982	Jan. to Date	Jan. 1 to Jan. 24, 1981	Jan. 1 to Jan. 23, 1982
CHEVROLET	12,950	13,730	12,012	38,490	47,402	38,490
DODGE	3,300	1,700	3,215	6,515	3,428	6,515
FORD	13,681	13,499	5,470	19,151	28,295	19,151
GMC	4,600	4,876	3,965	12,788	13,827	12,788
INTERNATIONAL	1,150	1,730	1,029	3,314	5,160	3,314
VOLKSWAGEN	669	650	.....	669	1,414	669
JEEP	.....	1,740*	900*	900*	5,220*	900*
AM GENERAL	50*	85*	50*	100*	255*	100*
MISCELLANEOUS	1,400*	.....	1,400*	4,200*	2,250	4,200*
Total Trucks, U. S.	37,800	38,010	28,041	86,127	107,251	86,127

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 23, 1982	Week Ended Jan. 24, 1981	Week Ended Jan. 16, 1982	Jan. to Date	Jan. 1 to Jan. 24, 1981	Jan. 1 to Jan. 23, 1982
CHRYSLER CORP.	2,000	1,600	1,969	3,969	1,600	3,969
FORD MOTOR	2,907	3,630	351	3,597	12,231	3,597
GENERAL MOTORS	5,632	6,430	5,477	12,937	18,368	12,937
INTERNATIONAL	234	270	241	720	837	720
Total Trucks, Canada	10,773	11,930	8,038	21,223	33,036	21,223
N. American Trucks	48,573	49,940	36,079	107,350	140,287	107,350

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

More plants back; truck production climbs to 37,800

U. S. truck production last week jumped 34.80 percent from the previous week's output due to operations at all General Motors facilities and the return of three Ford Motor points and Volkswagen of America's Westmoreland plant.

The truck makers targeted output last week at 37,800 units, up from 28,041 the previous week, but down slightly from 38,010 in the comparable 1981 week.

So far this year, the manufacturers have assembled 86,127 trucks, down 19.70 percent from 107,251 in last year's comparable period.

Production resumed last week (Jan. 18) at Ford's Kansas City, Norfolk and Twin Cities facilities.

Also back last week was VWoA's Westmoreland point. All the above four facilities have been idle since before the holidays.

American Motors' Toledo point was idle last week for inventory control.

All other truck facilities operated last week.

3 plants return; car production rises in Canada

The return of three assembly points last week helped boost Canadian auto production substantially from the previous week, but the year-to-date total remained below the comparable 1981 period.

Last week's estimated output of 19,524 cars, rose considerably from 8,594 in the previous week, and was up 34.45 percent from 14,521 in the comparable week last year.

Year-to-date, the makers have finished 31,993 units, down 25.43 percent from 42,905 in the comparable 1981 period.

The truck manufacturers targeted output last week at 10,733 units, a gain of 34.03 percent from 8,038 the previous week, but down 9.70 percent from 11,930 the same week last year.

So far this year, the truck makers have assembled 21,223 units, down 35.76 percent from 33,036 in the comparable 1981 period.

Operations resumed last Monday (Jan. 18) at Ford Motor's Oakville facility, General Motors' St. Therese point, and American Motors' Brampton plant.

Also back last week was Ford's Oakville truck point.

All four plants had been idle since Dec. 23.

Ford's St. Thomas car point remained down last week for the third consecutive week. The plant is slated to return today (Jan. 25).

GM's Oshawa (No. 1) car facility will be idle starting today for inventory control. The point is slated to return Feb. 8.

Also GM's Scarborough (van) facility will be idle one week, starting today.

U. S. CAR PRODUCTION

	Week Ended Jan. 23, 1982	Week Ended Jan. 24, 1981	Week Ended Jan. 16, 1982	Jan. to Date	Jan. 1 to Jan. 24, 1981	Jan. 1 to Jan. 23, 1982
AMERICAN MOTORS	.....	3,275*	1,600*	1,600*	9,825*	1,600*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	14,200	14,700	10,429	24,629	24,030	24,629
Plymouth Total	5,900	6,950	3,500	9,400	11,732	9,400
Horizon	2,100	2,350	2,068	4,168	4,431	4,168
Reliant	3,800	4,450	1,432	5,232	7,151	5,232
Volare	.....	.....	.....	.....	.....	.....
Caravelle	.....	150	.....	.....	150	.....
Gran Fury	.....	.....	.....	.....	.....	.....
Chrysler Total	2,800	1,100	3,007	5,807	1,100	5,807
LeBaron	2,800	1,100	3,007	5,807	1,100	5,807
Chrysler	.....	.....	.....	.....	.....	.....
Dodge Total	5,500	6,650	3,922	9,422	11,198	9,422
Omni	1,700	2,250	1,843	3,543	4,145	3,543
Aspen	.....	.....	.....	.....	.....	.....
Aries	2,900	3,500	1,109	4,009	6,153	4,009
Diplomat	.....	900	.....	.....	900	.....
Dodge 400	900	.....	970	1,870	.....	1,870
St. Regis	.....	.....	.....	.....	.....	.....
FORD MOTOR	26,104	22,839	2,807	30,407	61,912	30,407
Ford Division	17,188	15,457	.....	17,188	42,918	17,188
Escort	6,709	8,336	.....	6,709	24,777	6,709
Pinto	.....	.....	.....	.....	.....	.....
Fairmont	3,065	2,926	.....	3,065	10,559	3,065
Must./Must. II	4,222	1,121	.....	4,222	1,121	4,222
Granada	1,776	1,391	.....	1,776	1,391	1,776
T-Bird	1,306	.....	.....	1,306	.....	1,306
Ford	.....	1,683	.....	.....	5,070	.....
EXP	110	.....	.....	110	.....	110
L-M Division	8,916	7,382	2,807	13,219	18,994	13,219
Mercury Total	7,276	6,049	1,310	8,586	16,307	8,586
Bobcat	.....	.....	.....	.....	.....	.....
Lynx	1,572	2,620	.....	1,572	7,675	1,572
Capri	1,096	506	.....	1,096	506	1,096
Zephyr	1,515	914	.....	1,515	3,265	1,515
Cougar	1,462	593	.....	1,462	593	1,462
XR-7	307	.....	.....	307	.....	307
Mercury	1,292	1,416	1,310	2,602	4,268	2,602
LN7	32	.....	.....	32	.....	32
Lincoln Total	1,640	1,333	1,497	4,633	2,687	4,633
Continental ('82)	326	.....	380	1,454	.....	1,454
Lincoln	724	600	614	1,716	1,216	1,716
Mark VI	590	733	503	1,463	1,471	1,463
Versailles	.....	.....	.....	.....	.....	.....
GENERAL MOTORS	49,042	72,522	44,649	143,103	241,306	143,103
Buick Division	12,008	17,408	11,810	31,240	52,227	31,240
Skylark	586	4,503	1,636	3,693	14,132	3,693
Skyhawk J	1,152	.....	575	1,727	.....	1,727
Century	2,825	3,473	813	6,235	9,540	6,235
Regal	3,600	5,112	4,335	7,935	15,183	7,935
Buick	3,350	3,275	3,290	9,994	10,069	9,994
Riviera	495	1,045	1,161	1,656	3,303	1,656
Cadillac Division	6,065	6,420	4,691	14,506	19,567	14,506
Cimarron	335	.....	.....	489	.....	489
Seville	545	720	371	916	2,298	916
Eldorado	1,585	1,460	1,080	2,665	4,627	2,665
Cadillac	3,600	4,240	3,240	10,436	12,642	10,436
Chevrolet Division	10,400	23,595	12,539	38,646	90,747	38,646
Chevette	.....	.....	.....	.....	15,620	.....
Cavalier	1,830	.....	4,462	11,617	.....	11,617
Celebrity	.....	.....	.....	2,196	.....	2,196
Monza ('80)	.....	.....	.....	.....	.....	.....
Camaro	4,155	.....	3,219	10,207	4,865	10,207
Citation	3,495	8,435	2,197	7,807	24,824	7,807
Malibu	.....	5,705	861	2,115	17,207	2,115
Monte Carlo	.....	3,855	922	2,003	11,413	2,003
Chevrolet	320	4,800	316	955	14,436	955
Corvette	600	800	562	1,746	2,382	1,746
Oldsmobile Division	14,247	18,649	9,576	39,860	55,429	39,860
Omega	.....	3,030	2,280	4,894	8,615	4,894
Firenza	1,152	.....	589	1,741	.....	1,741
Cutlass	4,800	9,374	.....	9,626	29,059	9,626
Cutlass/Ciera	1,975	.....	650	5,860	.....	5,860
Oldsmobile	5,330	5,340	5,371	16,063	15,020	16,063
Toronado	990	905	686	1,676	2,735	1,676
Pontiac Division	6,322	6,450	6,033	18,851	23,336	18,851
Acadiant †	.....	.....	.....	.....	694	.....
J2000	.....	.....	648	1,839	.....	1,839
Sunbird ('80)	.....	.....	.....	.....	.....	.....
T1000	.....	.....	.....	.....	.....	.....
Firebird	2,325	.....	1,544	5,180	3,016	5,180
Phoenix	717	2,265	803	2,177	7,029	2,177
Grand Prix	1,640	2,400	1,527	4,835	6,992	4,835
Bonneville ('82)	1,640	.....	1,511	4,820	.....	4,820
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	1,400	.....	.....	4,327	.....
Pontiac	.....	385	.....	.....	1,279	.....
VOLKSWAGEN	3,369	4,550	.....	3,369	8,443	3,369
CHECKER	100	.....	.....	100	15	100
Total Cars, U. S.	92,815	117,886	59,485	203,208	345,531	203,208

CANADIAN CAR PRODUCTION

	Week Ended Jan. 23, 1982	Week Ended Jan. 24, 1981	Week Ended Jan. 16, 1982	Jan. to Date	Jan. 1 to Jan. 24, 1981	Jan. 1 to Jan. 23, 1982
AMERICAN MOTORS	528	600	254	782	1,772	782
CHRYSLER CORP.	3,200	.....	3,282	9,796	.....	9,796
FORD MOTOR	3,600	1,040	240	4,176	2,918	4,176
GENERAL MOTORS	11,972	12,656	4,594	16,566	37,540	16,566
VOLVO	224	225	224	673	675	673
Total Cars, Canada	19,524	14,521	8,594	31,993	42,905	31,993
N. American Cars	112,339	132,407	68,079	235,201	388,436	235,201
N. American Trucks	48,573	49,940	36,079	107,350	140,287	107,350
North American Cars and Trucks	160,912	182,347	104,158	342,551	528,723	342,551

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.